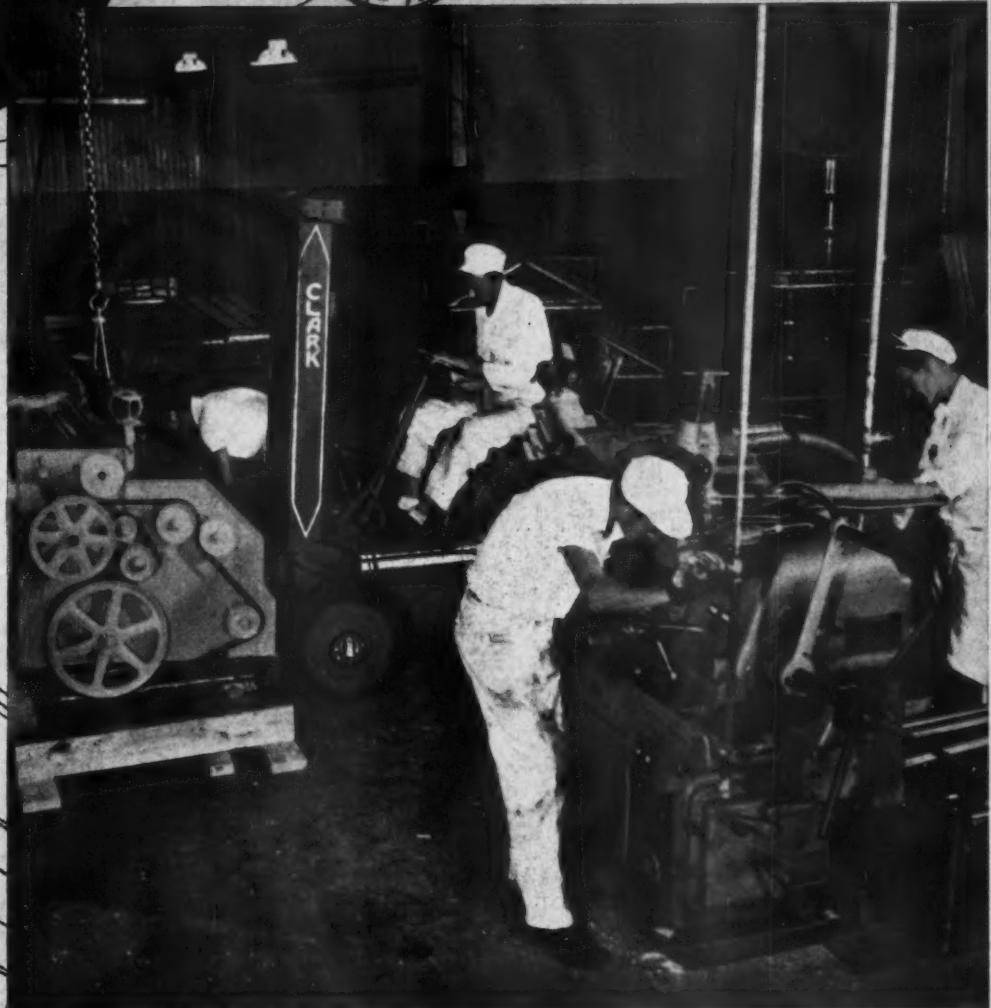


Dallas
OCTOBER • 1951

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Rackle Precast Roof from *Featherlite*

From its Cleveland plant, The George Rackle & Sons Co. has been supplying permanent precast concrete roofs for many of the nation's leading industries for over 20 years. Now—with FEATHERLITE Expanded Shale Aggregate available—The Rackle Company has a branch plant in Texas.

Rackle roof decks and floor slabs—made with FEATHERLITE—are permanent and economical. They are quickly installed . . . 14,000 sq. ft. per day with a 12-man crew is not uncommon. Architects and engineers have recognized Rackle roofs as second to none in quality and permanence. No maintenance expense . . . best fire protection. All at moderate first cost . . . and the first cost is the last cost.

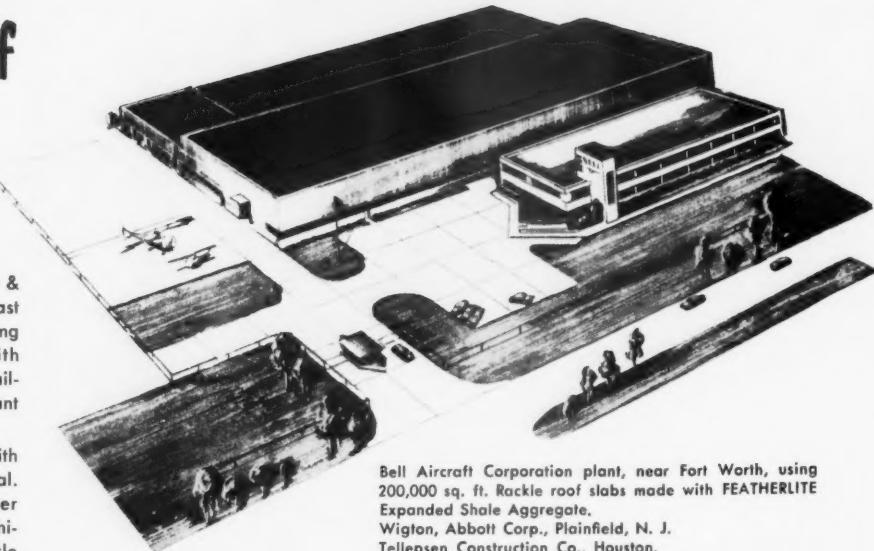


The Simmons Company plant, Dallas, has 5½ acres of precast lightweight concrete roof manufactured by the Rackle Company from FEATHERLITE Expanded Shale Aggregate.
The Austin Co., Engineer and Contractor

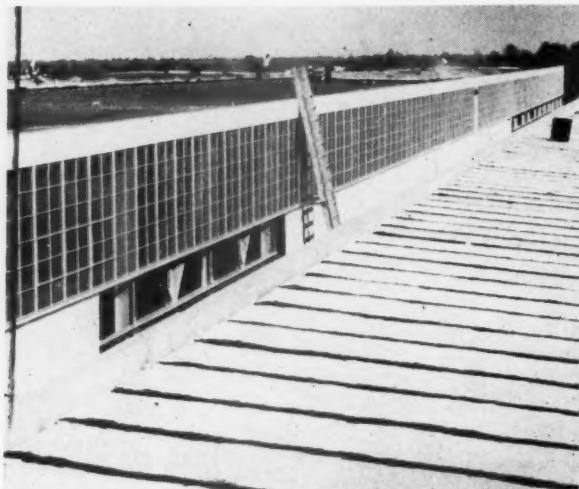
JACK FROST, President

A. W. BALDWIN, Vice President and Chief Engineer

Engineers [Sales and Research Division]: GEORGE BICKEL, J. HENRY DAVIS, CLAUDE DOUGMAN, KEY RYAN



Bell Aircraft Corporation plant, near Fort Worth, using 200,000 sq. ft. Rackle roof slabs made with FEATHERLITE Expanded Shale Aggregate.
Wigton, Abbott Corp., Plainfield, N. J.
Tellepsen Construction Co., Houston.



A. O. Smith Corp. pipe mill, Houston, with 170,000 sq. ft. of Rackle roof manufactured from FEATHERLITE Expanded Shale Aggregate.
The Austin Co., Engineer and Contractor.

HIGH STRENGTH! LIGHTWEIGHT! PERMANENT! FIREPROOF! INSULATING!
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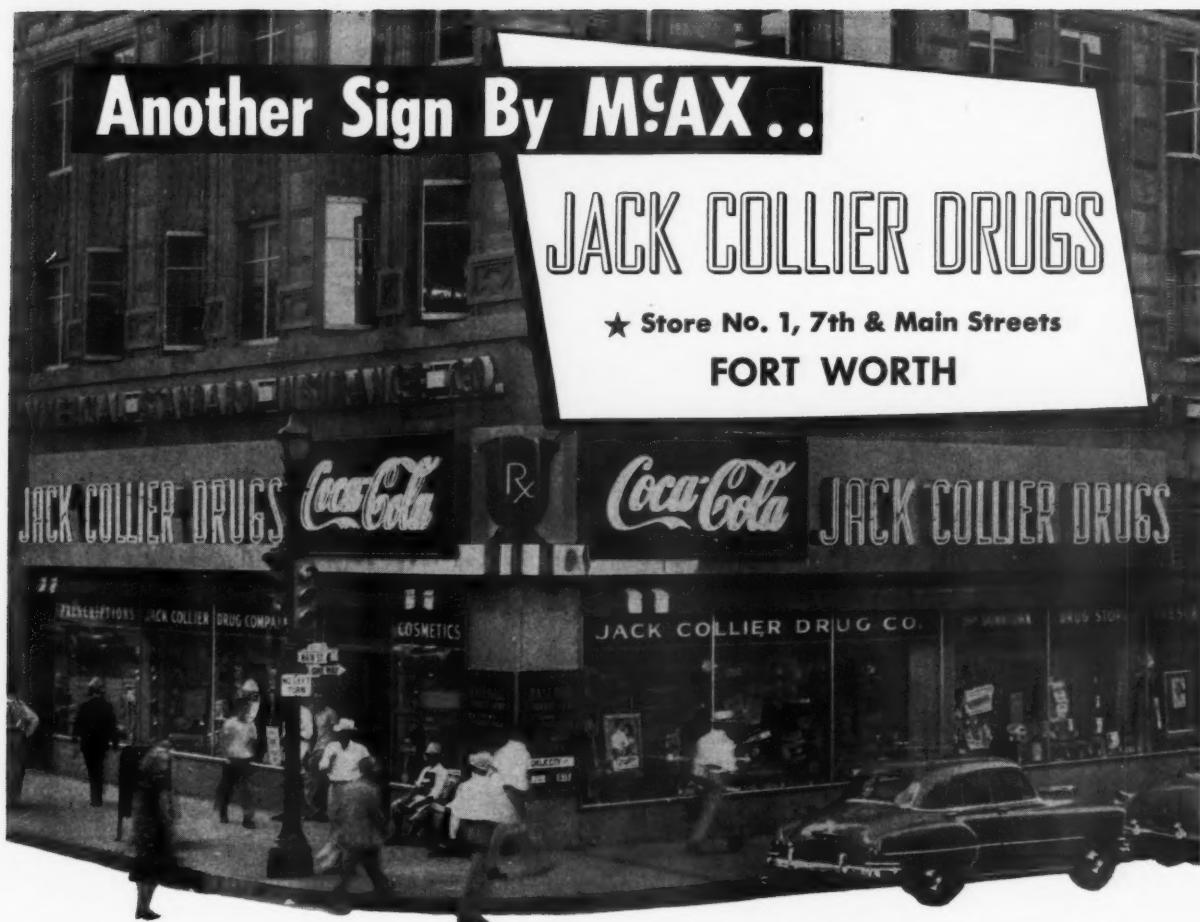


Oldest and Largest Producers of Expanded Shale Aggregate in the South

Tower Petroleum Bldg.

Telephone Riverside 1217

ALEX MICKLE, Executive Vice President



Overlooking one of the busiest downtown corners in Fort Worth is another new McMath-Axilrod porcelain enamel, stainless steel neonized sign. Advertising Coca-Cola and Jack Collier Drugs, the gigantic sign embraces 46 feet on Main Street and 44 feet on Seventh Avenue with a height of six feet, and was designed, fabricated and erected by McAx.

The Jack Collier Professional Drug Stores are a Fort Worth home-owned institution. Founded in 1934 by J. W. Collier, the stores are now six in number, three stores having been opened this year.

Avail yourself of McMath-Axilrod sign service. No job too small . . . no job too large.

J. B. McMATH, President

MEMBER
Porcelain Enamel
Institute,
Inc.

628 THIRD AVENUE

McMATH

JACK AXILROD, Chairman of the Board

MEMBER
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Electric Sign
Association

DALLAS 10, TEXAS



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Dallas PIONEERS

Established

1869 Padgett Bros. Company

Leather Goods—
Wholesale and Retail

1872 E. M. Kahn & Co.

Dallas' Oldest Retail Store.
Apparel shops for men, women
and boys.

1872 Dallas Railway & Terminal Co.
Street Railway

1872 Huey & Philip Hardware Co.
Wholesale Hardware

1875 Dallas Transfer & Term. Whse. Co.
Warehousing, Transportation,
and Distribution

1876 Trezevant & Cochran
Insurance General Agents

1876 Fakes & Company
Home Furnishings

1884 The Dorsey Company
Printers — Lithographers
Stationers — Office Furniture

1885 Mosher Steel Company
Structural Reinforcing
Steel and Machinery Repairs

1889 J. W. Lindsley & Company
Real Estate and Insurance

1890 William S. Henson, Inc.
Advertising Printing



THE E. M. Kahn and Company float in the photograph above was a striking feature of a great Dallas parade in 1893 celebrating the arrival of the stern-wheel river steamer, the J. W. Harvey, Jr., inaugurating Trinity River navigation. Many of the top-hatted men on the float were destined to play a major part in Dallas merchandising. Seventh from the right (back row) was Gus Roos, and fourth from the right (back row) was Girard Dreyfuss with his son, Sol. Third from the right (back row) is A. K. Hurst. With his sons, Melvin and Edgar (first two boys from the right), he established Hurst Brothers which later developed into the fine Jas. K. Wilson Store. Third boy from the right was Laurence Kahn, son of the founder, E. M. Kahn, who is fifth from the left (back row). This month E. M. Kahn and Company is observing its 80th anniversary under the leadership of a new generation of young men who are planning and building for the future of Dallas.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1893 Fleming & Sons, Inc.

Manufacturers—Paper
and Paper Products

1900 The Murray Co. of Texas, Inc.

Carver Cotton Gin Division 1807
Boston Gear Works Division 1880
Industrial Supply Division 1907

1900 John Deere Plow Company

Agricultural Implements

1903 Republic Insurance Company

Writing Fire, Tornado, Allied
Lines, and Inland Marine
Insurance

1903 First Texas Chemical Mfg. Company

Pharmaceutical Manufacturers

1906 Hesse Envelope Company

Manufacturers of Envelopes
and File Folders

1907 Tennessee Dairies, Inc.

Gold Seal Dairy Products

1911 W. W. Overton & Co.

Food Brokers

1912 Stewart Office Supply Company

Stationers—Office Outfitters

1914 Texas Employers Insurance Ass'n.

Workmen's Compensation
Insurance

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Dallas

October • 1951

VOLUME 30

NUMBER 10

ESTABLISHED IN 1922 BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST, OF WHICH DALLAS IS THE SERVICE CENTER

HORACE AINSWORTH Editor
 THOMAS J. McHALE . . Advertising Manager
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Member, Society of
 Associated Industrial Editors;
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FRONT COVER:

Equipment for producing Navy aircraft rockets is crowding John E. Mitchell Company's peacetime equipment out of its regular plant, dramatically illustrating Dallas' contribution to national defense. The color photo by Don Mitchell, vice president of the firm, shows a Mitchell cotton extractor-cleaner, left, being moved to make room for a new centerless grinder, right, required by the Navy contract.

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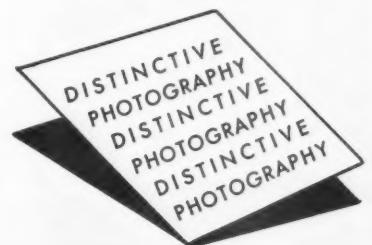
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your needs.

**FIRST NATIONAL
BANK IN DALLAS**

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

WASHINGTON

BY DALE MILLER

Representative of the Dallas Chamber of Commerce
in the Nation's Capital

Three to Make Ready

NOW that the adjournment of Congress is belatedly coming to pass, the cognoscenti hereabouts are having more time to piece together the picture puzzle of 1952 politics, and in fact it is not impossible even now, a year before the presidential election, to delineate some pattern of things to come. At least, insofar as personalities are concerned, there is a remarkable scarcity of seriously considered aspirants for tenancy in the newly rebuilt White House. Usually, the outlook from a year's perspective would embrace a panorama of avowed candidates, dark horses, lesser hopefuls and favorite sons, but this year there is a pronounced paucity of performers in the presidential arena.

There are, in fact, only President Truman, Senator Taft and General Eisenhower. Each team has certain linebackers, of course, the Democrat most frequently mentioned being Chief Justice Vinson, and the Republican thought to have the best outside chance being Governor Warren of California. But so prominent are the principals that neither party seems disposed at this point to rely on the reserves, and the consensus of political experts today would probably be that two of those particular three will be the opponents a year from now.

On the Democratic side the immediate question, of course, is whether President Truman intends to seek renomination, and there is much dark talk from seemingly esoteric sources that he does not plan to do so. One group holds that he will maneuver the nomination of the Chief Justice, for whom he has a high regard, and another envisages the more spectacular prospect that if the Republicans nominate Senator Taft he will delight administering the *coup de grace* by proposing the nomination of Eisenhower.



DALE MILLER

er, for whom he would also have a high regard were it not for the commonly held supposition that the General is in fact a Republican.

This observer knows as little about all this as do most of the Washington wiseacres who profess to know the most, so a personal prophecy may be permitted. It would seem to me that the President is not only intending to run again but has never seriously contemplated doing otherwise. His vigorous health, incorrigible optimism and bland self-assurance all add up to a volatile personality that luxuriates in the excitement of public life, and the thought of such an extrovert retiring to the sedentary existence of a senior statesman is difficult to entertain. Moreover, it is generally conceded that an incumbent President is too much in control of party machinery to be denied the nomination if he wants it, regardless of whatever painful incidents may have occurred during his previous tenure, so it would appear unrealistic to harbor the supposition that he will retire at the end of his present term.

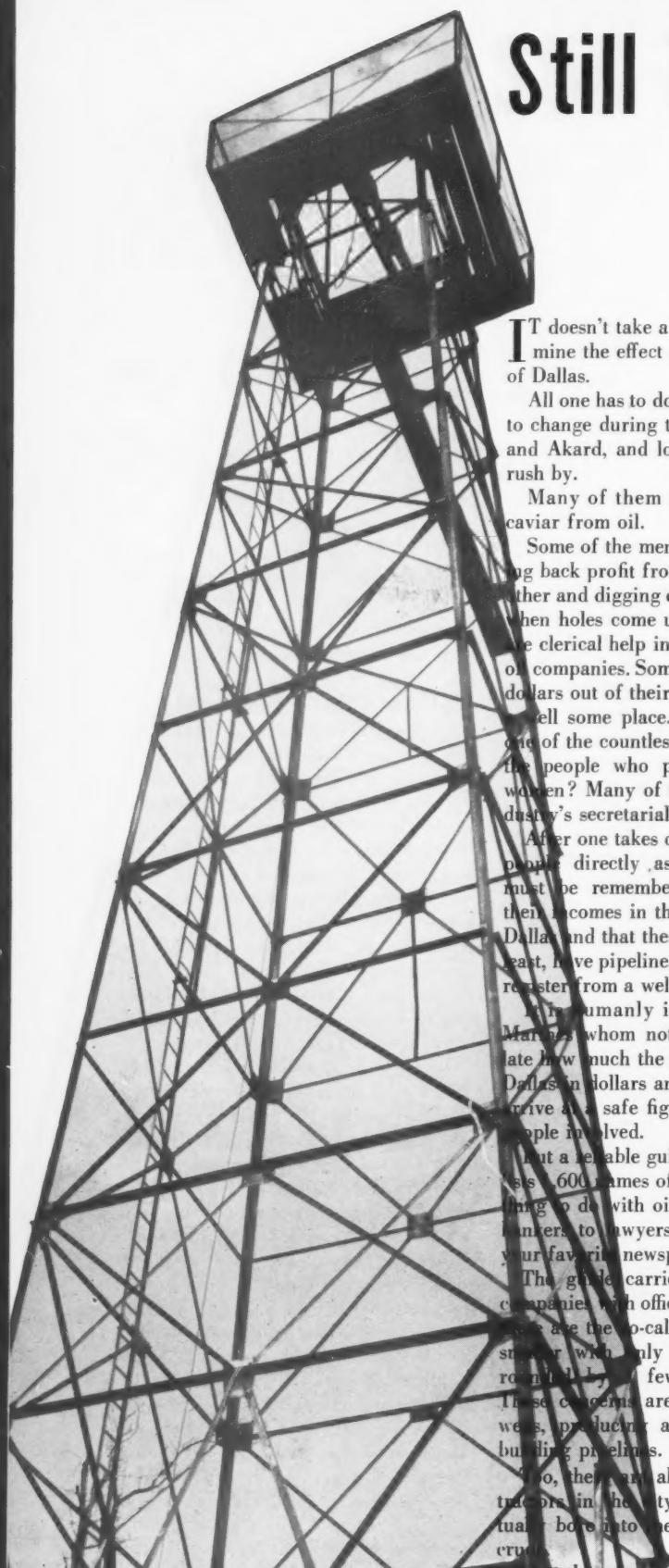
On the other side of the fence the Republicans are facing a dilemma. It seems like the Republicans are always facing some kind of dilemma about this time every four years, but this one is king-size. To have a choice between Taft and Eisenhower is like ending up with two mathematical equations for which no common denominator can be found. There is the perplexing prospect that, in Taft, they may have a candidate with whom the politicians may prosper, but with whom they may not win; and, in Eisenhower, a candidate with whom they may win, but with whom the politicians may not prosper. There is a deep and nostalgic craving to be back in the saddle again, but whether to choose a rider who would take the jumps if he could be mounted, or a rider who could be mounted but might not take the jumps—well, you can understand the predication the strategists are in.

Senator Taft is one of the most puz-

zling paradoxes in public life. Among his intimates he is an agreeable personality, and among strangers he is cheerfully gregarious. Even more, he confounded the experts, including himself, when he amassed a whopping majority in his senatorial campaign last year, a majority which could not have been obtained without considerable support from the ranks of organized labor whose leaders had roundly denounced him. And yet, despite his many attributes, the conviction is universal that he suffers, like no other man in political life, from the inability to project any warmth or human simplicity through the microphone or the printed page among the masses of the people. At a clambake or shirt-sleeve rally, and he has been a genial participant in both, he still conjures up a memory of Cal Coolidge in an Indian headdress.

So dominant is his position in the party, however, that it is generally acknowledged that the nomination will gravitate to him, if Eisenhower should not consent to having his candidacy offered. And what the General will eventually do no one seems competent to predict. The most reliable guess would appear to be that he would respond to the urgency of a grass-roots juggernaut, but would do nothing to set the ponderous machine in motion or accelerate its progress. If that is true, a mere word from him, or possibly even the significant absence of one, would be enough to start it rolling. It would have powerful impetus to start with from New York, Pennsylvania, Massachusetts, California and Oregon, with others quickly bending to the wheel.

It would be interesting indeed to be privy to General Eisenhower's private thoughts during this maelstrom of politics which is enveloping him. He had such a short period of private life between his long military career and his present assignment that not much is known of his political persuasions and economic philosophies. But a great deal is known of his opinions on foreign policy, and it would be remarkable indeed if he were not sensitive to the curious fact that influential elements in the political party which is claiming his sympathies have been most actively involved in efforts to vitiate the success of his mission abroad. Under the circumstances, it would not be surprising if his decision to lead the Republicans out of the wilderness will eventually hinge upon his appraisal of their willingness and ability to be led.



Still Towering: Dallas' Oil Role

By Werner Renberg

IT doesn't take a seismograph to determine the effect of oil on the economy of Dallas.

All one has to do is wait for a red light to change during the noor hour at Main and Akard, and look at the people who rush by.

Many of them make their bread or caviar from oil.

Some of the men are producers, plowing back profit from one well to drill another and digging deeper into their socks when holes come up dry. Some of them are clerical help in offices of big or little oil companies. Some may only take a few dollars out of their paycheck to buy into a well some place. Some may work for one of the countless industries that serve the people who produce oil. And the women? Many of them make up the industry's secretarial help.

After one takes cognizance of all these people directly associated with oil, it must be remembered that they spend their incomes in the many fine stores of Dallas and that these stores, indirectly at least, have pipelines leading to their cash register from a well somewhere.

It is humanly impossible, even for Marquis whom nothing stops, to calculate how much the oil industry means to Dallas in dollars and cents. Nor can one arrive at a safe figure of the number of people involved.

But a reliable guide of the oil industry is a 600-page book of names of people having something to do with oil—from producers to bankers to lawyers to the oil editor of your favorite newspaper.

The guide carries names of 500 oil companies with offices in Dallas. Some of these are the so-called majors, some are smaller with only a desk or two surrounded by a few enterprising men. These concerns are active in operating wells, producing and refining oil and building pipelines.

Also, there are about 60 drilling contractors in the city—the men who actually bore into the earth in search for crude.

Then there are innumerable companies

which handle oil field equipment and supplies and drilling equipment and those which service wells. And there are banks to finance operations.

These facts are not just facts without meaning, however. In them lies a significance. That is, Dallas is one of the oil capitals of the world.

A year and a half ago, when Dresser Industries contemplated moving its headquarters here from Cleveland, it made about as intensive a survey as a fellow would make if he wanted to buy a house some place.

The parent company of several oil equipment firms, Dresser wanted to be in the heart of the oil country where the goods of its subsidiaries are used.

This is what Dresser discovered:

1. Dallas is within a few hundred miles of 61 per cent of the nation's crude production, 57 per cent of footage drilled and 64 per cent of the largest drilling contractors (of the latter, 61 per cent are in the Dallas area).

2. Dallas is a transportation hub, making it convenient to dispatch men and goods from here to most anywhere.

3. Dallas is a center of legal, accounting, banking and advertising help which the oil industry needs.

4. Dallas ranks high in educational, recreational and cultural advantages, making it a good place for a company's workers to live happily and, consequently, be better workers for it.

When Dresser convinced itself about Dallas and moved here, it was apparent the move would involve only some executives, fancy desks and helpers. While such are nice to have, Dallas could really bust its buttons a few weeks ago, however, when Dresser announced plans to add a factory here.

Meantime, the oil companies keep coming here. There seems to be a southward move of these. Many headquartered in and around Tulsa—which boasts of being the world's oil capital—have been moving to points in Texas, including Dallas. Most recent example is the announcement that British-American Oil Produc-

ing Company and an affiliate, Toronto Pipeline Company, after a quarter century in Tulsa, would move to the Corrigan Tower when it is finished.

There must be a reason why a company would pull up its well-entrenched roots, interfere with the lives of its employees and move to Dallas.

The reason, of course, is Texas.

Texas' oil leadership is overwhelming.

The state turns out 45% of the nation's crude oil at the rate of more than 2,500,000 barrels a day. Not only does it turn it out—Texas refines 30% of all oil and gas products refined in this country.

And the future looks even brighter. Texas has more than half the proven reserves in the United States, not just of crude oil, but of natural gas as well.

All this means wealth and prosperity to the 183,000 Texans who earn \$700,000,000 annually in the petroleum industry—to thousands of Texas landowners who make \$300,000,000 a year in royalty checks—and to the state government which receives 57% of its business and property tax revenues from oil and gas operators.

One could survey the petroleum industry picture in Dallas—and Texas—most any day and arrive at the same superlative conclusions. The scene does not change much every 24 hours. One well winds up dry, another spouts oil and somewhere a driller begins work on another project. The search goes on endlessly.

Because of this never-ending process of finding the earth's wealth and putting it to use for man, the industry looks at itself in the mirror once every year. This is the time—Oil Progress Week, held in mid-October.

When the calendar leaves fly around to this week every autumn, the industry really gets out the trumpets and blows.

It reminds those not associated with the oil business—as if they dare forget—how important oil and gas are to mankind. True, the industry also takes advantage of the occasion to criticize government at various levels for what may seem like intervention on the part of the authorities. The industry likes to pay taxes no better than anybody else. It wants to make as much or as little money as it cares to, without anybody dictating to it.

Industry spokesmen also point out the danger in which this nation and its free enterprise system breathe. They sound the clarion to waken the complacent of the land, lest idleness forgo handcuffs of

tyranny to shackle their moves on the morrow.

But when these alarms are sounded and burned into people's ears, the basic message remains: Where would a person who does not work in the oil industry, or does not live off those who do, be without oil or gas?

How would he drive his car without gasoline? If coal is uneconomical to get, how would he fire up the stoves in his home in winter?

Granted, people got along somehow before these things were invented, though one living today might not want to look forward to such existence.

To carry these and many, many other thoughts to the nation at large, the Oil Industry Information Committee was formed. Each company helps make the committee go by contributing funds and men to make speeches, for the petroleum industry is one that has learned to work together toward a common goal.

In Dallas, the committee has a big office, full of information about the industry where the curious can find out what the Ellenburger is or how much it costs to drill a well. The office also is sort of a booking agency which lines up speakers and movies for luncheon clubs and other

groups who want to learn about the oil business.

And there also have been exhibits at the State Fair of Texas and in show windows of downtown stores and office buildings telling the story of oil.

That story still intrigues even the oilmen themselves. As their product has become more and more interlocked with society, they have built a trade to awe skeptics.

Texas alone may produce one billion barrels of crude oil this year. One billion barrels! With every dawn there is the prospect of setting a new record.

While this growth is abnormal, so are the times. One might say that the industry wouldn't be marking up new performance standards if it weren't for the tragic condition of the world. True. That is not the case of oil alone, but of most everything else. But then the oilman could reply that he is mighty glad this country has more oil than the other fellow and will use that oil to feed weapons of war until the other fellow leaves us alone.

And Dallas can feel proud of itself in being such an important part of the oil business—and having oilmen as an important part of Dallas.

The Home Offices of some of America's largest oil and oil equipment companies are located in Dallas. Two of the largest petroleum research laboratories and three of the larger oil financing institutions operate from Dallas. A center for technical information, many of the oil industry's technical personnel and executives live and work in Dallas. It is also the home of some of the world's leading consulting geologists. Legal aid concerning problems on oil and gas law can be obtained from many local sources.

Petroleum Industry Department Store is another role of Dallas, with equipment, supplies and services concentrated here. One hundred ninety-two such companies are located in Dallas, along with 92 oil field equipment companies and 59 oil field supply companies.

At a Glance Dallas has the following interests in oil:

- 265 oil producers.
- 74 oil operators.
- 29 oil marketers.
- 26 oil royalty companies.
- 6 refiners.
- 10 pipeline companies.
- 25 petroleum products companies.
- 13 exploration companies.
- 2 major research laboratories.
- 78 private airplanes owned by oil firms.



LAURENCE A. SUNKEL

Atlantic Appoints Laurence A. Sunkel Crude Oil Director

LAURENCE A. SUNKEL, who joined a subsidiary of the Atlantic Refining Company in 1919 as an accountant, this month was named Atlantic's vice president and director in charge of crude oil production, both domestic and foreign.

Mr. Sunkel succeeds Edward Howard Blum, who is retiring after 46 years with the Atlantic Refining Company. He will also succeed Mr. Blum as director and member of the executive committee of the Texas Mid-Continent Oil and Gas Association.

When Mr. Sunkel joined the Atlantic Oil Producing Company, an Atlantic Refining subsidiary, he became assistant to Mr. Blum, who had come to Dallas to take over the company's producing operations.

Mr. Blum was named vice president and general manager of the subsidiary in 1929. The subsidiary was dissolved in 1936 as Atlantic Refining took over production, but he retained his title and was given charge of all domestic production. In 1937, he was elected to the board of directors and in 1946 he also was given control of foreign production.

About the same time, Mr. Sunkel was chosen general manager in charge of domestic production, the job from which he moves up to Mr. Blum's title.

Upon his retirement, Mr. Blum was honored by 225 Dallas employees of Atlantic who gave him a dinner in the Baker Hotel. Mr. Blum is mayor of Highland Park.

Dresser Industries Leases Dallas Manufacturing Plant

DRESSER INDUSTRIES, INC., which recently moved its central headquarters to Dallas, now plans to begin manufacturing operations here.

This area, H. N. Mallon, president, explains, "is where the major markets are located for our oil, gas and chemical equipment."

Early this month, Mr. Mallon announced the long-term leasing of a new plant building and some 20 acres of land on the Santa Fe Railroad, bounded by Illinois Avenue, Westmoreland Road and Coombs Creek Drive, in Southwest Dallas. Owned by Mr. and Mrs. Oscar Palmer, the property was leased on direct negotiation.

The building, of steel and masonry construction, has an area of approximately 45,000 square feet and is equipped with both truck and railroad loading docks.

Neither yearly rental nor total amount of money involved in the transaction was mentioned in the announcement of the lease. However, the plant and site have an estimated value of \$500,000.

Dresser's board of directors gave approval to "mid-continent manufacturing" in their quarterly meeting here.

"This acquisition makes it possible for us to undertake the immediate extension of manufacturing facilities recently announced, and to transfer manufacturing now being done elsewhere to the mid-continent area where the major markets are located for our oil, gas and chemical equipment, such as gas engines and com-

"PURCHASE OF DALLAS properties signals Dresser's initial step in our over-all, long-range plant expansion program into the Texas mid-continent area, prompted by the several economic factors and great industrial growth of the Southwest itself," President H. N. Mallon of Dresser Industries stated.

"Not only are Texas and other mid-continent areas nearer our major markets for oil, gas and chemical equipment, but general conditions are much more favorable for large equipment machinery manufacturing operations than elsewhere."

pressors used on major gas transmission lines, drilling bits and drilling equipment used extensively in this area," Mr. Mallon said.

"Not only are Texas and other mid-continent areas nearer our major markets for oil, gas and chemical equipment, but general conditions are much more favorable for large equipment machinery manufacturing operations than elsewhere," he added.

Mr. Mallon indicated that purchase of these properties will signal Dresser's initial step in "our over-all, long-range plant expansion into the mid-continent, prompted by the several economic factors and great industrial growth of the Southwest itself."

In June, 1950, Dallas became executive headquarters for the \$38,000,000 Dresser Industries when general offices of the parent company were moved from Cleveland, Ohio, to the Atlantic Building at Bryan and Bullington Streets. Thirty-two officers and key personnel made the move from Cleveland to Dallas, including Mr. Mallon, the president.

Dresser Industries, Inc., is presently composed of Bovaird & Seyfang Manufacturing Company and Dresser Manufacturing Division, both at Bradford, Pennsylvania; Clark Brothers Company, Inc., Olean, New York; Ideco Division of Dresser Equipment Company with plants at Columbus, Ohio; Beaumont, Texas; and Torrance, California; Kobe Division of Dresser Equipment Company at Huntington Park, California; Magnet Cove Barium Corporation, Houston, Texas; Malvern, Arkansas; and Greybull, Wyoming; Pacific Pumps, Inc., Huntington Park, California; Roots-Connersville Blower Corporation, Connersville, Indiana; Security Engineering Company, Inc., Whittier, California; and The Stacey Brothers Gas Construction Company, Cincinnati, Ohio.

While Dresser Industries represents a union of operating firms serving the same basic energies industries, each firm retains its corporate identity and management. The closely knit central organization provides the separate companies with such obvious advantages as centralized purchasing, tax and accounting procedures, marketing, labor relations, research and engineering.

British-American Oil Joins Dallas

TWO Tulsa oil companies are moving to Dallas "to be closer to the pulse of the oil industry and the home of a greater number of progressive independent oil companies."

Thus C. D. Miller, executive vice president and general manager of British-American Oil Producing Company and Toronto Pipe Line Company, explained the transfer after more than a quarter century in Tulsa.

The companies, both subsidiaries of British-American Oil Company, Ltd., second largest oil company in Canada, will move into two floors of the Corrigan Tower when that office building is finished in the summer of 1952.

Leo F. Corrigan, Dallas realtor, in announcing the leases, said, "I am glad to have had a part in bringing these companies to Dallas. It is further proof of Dallas' position as a Southwest business center."

Approximately 125 persons are employed by the company in Tulsa, and most are expected to move here. Mr. Miller said the transfer of headquarters ties in with expanding activities of both firms in Texas.

The parent company began as an oil marketing concern in 1906 and expanded into oil exploration in Oklahoma and East Texas in 1924.

British-American Oil Producing Company produces in 12 states and has district offices in Fort Worth; Midland; Houston; Shreveport; Lafayette, Louisiana; Oklahoma City; Denver; Casper, Wyoming; Sidney, Nebraska; and Los Angeles.

In Tulsa, officials of British-American Oil Producing Company and Toronto Pipe Line Company were preparing for the summer, 1952, trek to Dallas with the statement, "Make room, Dallas. Here we come!"

"A great many employees are looking forward to living in Dallas," officials of the two companies said. "They will not be disappointed, for Dallas is clean, sparkling and beautiful. It is aggressive and smart. Its cultural facilities are the finest in the Southwest. Education-wise, it is excellent.

"In other words, it has all the advantages of Tulsa plus many more," they said.

Toronto Pipe Line will have its offices on the Corrigan Tower's 15th floor. Also on the 15th floor of the building will be the executive, production and engineering, exploration, legal, and production research and economics departments of the British-American Oil Producing Company.

On the 14th floor, British-American Oil will have its personal and safety, treasury and accounting, and purchasing departments. A lunch room and lounge will also be located on the 14th floor.

Frank S. Morrow, editor of *Newsvent*, official monthly publication of British-American Oil Producing and Toronto Pipe Line Companies, was in Dallas this month to complete plans for an "information about Dallas" program for employees of the companies.

"We want our employees to be able to adapt themselves immediately to the Dallas scene," Mr. Morrow said. "By the

time we move here next summer, we'll be ready to become full-fledged Texans."

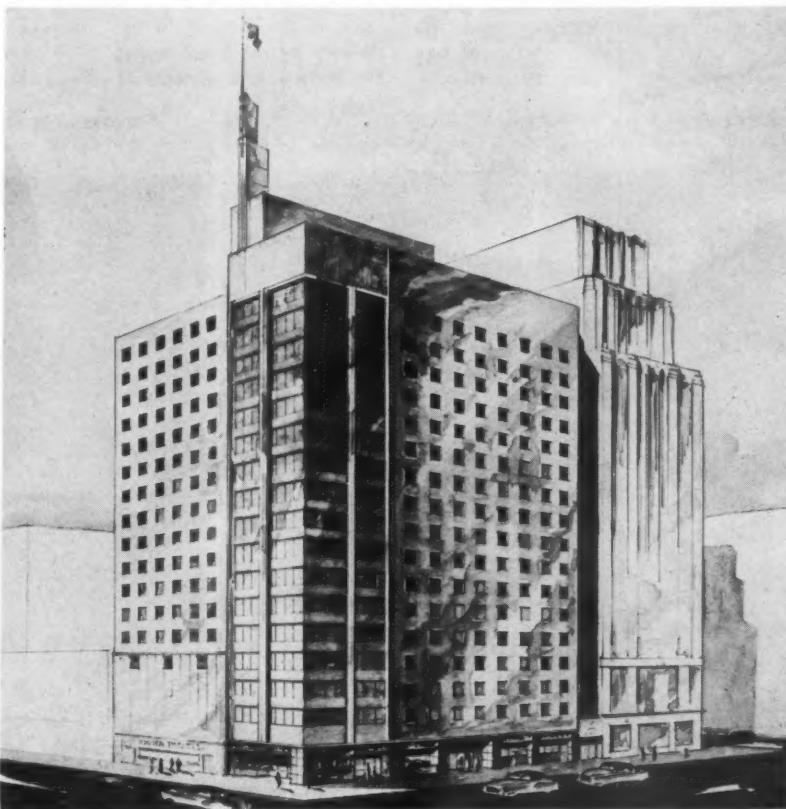
The Industrial Department of the Dallas Chamber of Commerce provided Mr. Morrow with information about Dallas' schools, churches, street railway system, retail credit ratings and housing.

Along with the announcement that British-American Oil Producing and Toronto Pipe Line Companies would move to Dallas, directors of British-American Oil Company, Ltd., parent company of the two subsidiaries, elected William K. Whiteford chairman of the board and Ole Berg, Jr., president of the company.

Mr. Whiteford became president of British-American in 1943 and succeeds the late A. L. Elsworth as chairman of the board.

Since coming to British-American as vice president and assistant to the president, Mr. Berg more recently became vice president in charge of marketing. He was appointed a director in 1938.

NEW HOME of the British-American Oil Producing Company and the Toronto Pipe Line Company will be the 17-story, \$5,000,000 Corrigan Tower Building, scheduled for completion in 1952. The building, situated at St. Paul and Pacific Streets, will have an exterior of marble. Wyatt C. Hedrick is the architect.





LAURENCE MELTON

ALL over the nation, at work benches and desks and on assembly lines, there are many thousands of men and women who owe their jobs and the happiness that comes from being self-sustaining to the efforts of a country boy from Wise County who today stands high in the ranks of Dallas civic leaders.

To the great majority of these men and women, working contentedly at jobs that once would have been closed to them, Laurence Melton is not even a name. Just the same, their debt to him is great.

Mr. Melton, co-owner of a progressive Dallas printing firm, is president of the Dallas Citizens Charter Association. He is a decorated combat veteran of two world wars. He is past national com-

DANGER POINTS of a Murray Company machine are pointed out by Jeff Jones (right) to Haskell Cecil (left) and Theo Clay (center). Mr. Cecil and Mr. Clay are blind.

They've Got the Ability: They're Doing the Job

By Booth Mooney

mander of the Disabled American Veterans.

It is doubtful that Mr. Melton holds any honor that has come to him of greater value than that he received this month when he was presented with a citation from the President of the United States commanding him for his efforts to bring about the employment of physically handicapped persons. He can look on that citation as evidence that a vitally necessary job is being well done.

Laurence Melton is the founder of the "Employ the Physically Handicapped" movement, national in scope. Workers benefiting from this program have in common with one another the fact that they suffer from various physical disabilities which in former times were considered to incapacitate them for earning their own livelihoods. Employment policies are no longer generally controlled by that kind of thinking, thanks to the movement originated by Mr. Melton.

The first national "Employ the Physically Handicapped Week" was proclaimed by the President in 1944 after Mr. Melton, first as national commander

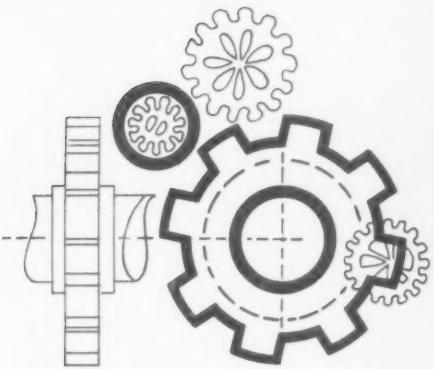
of the D.A.V. and then as an Army Air Forces officer, had drawn the attention of people in high places to two facts that seemed of great importance to the Dallas man: (1) Many persons with physical disabilities were capable of doing work that would help to ease the nation-wide manpower shortage, and (2) Too many employers felt a deep-rooted prejudice against employing such persons.

The late General H. H. Arnold, wartime chief of the A.A.F., had heard of Mr. Melton's interest in putting handicapped persons to work for their own sakes and for the good of the country. General Arnold was concerned by the fact that many Air Force men with critical educational specialties lay in general hospitals over the country recuperating from injuries received in the fighting or in training. Those men's skills were needed. The General assigned Mr. Melton to interview those confined to the general hospital at Fort Dix, New Jersey, to determine if some of the highly trained patients could be fitted back into useful spots.

That was in 1944. By the time of his

NORMAN GORTON, a 31-year-old cutter-grinder at Chance Vought Aircraft for the past year, lost his left leg on Luzon in the Philippine Islands in World War II.





release from active duty in 1946, Mr. Melton had been responsible for the reclaiming of a great many useful hands and heads. And, back in civilian life, he came quickly to the realization that there was a lot of waste of the abilities of handicapped persons. Too many employers, he found, still hesitated to hire the handicapped because of the fear that they could not do a good job.

Observance of "Employ the Handicapped Week" once a year was all very well. But it was not enough, Mr. Melton decided. He set to work to organize in Dallas a committee of interested men and women who would regard job-getting aid to the handicapped as a year-round responsibility. This committee began to function in 1947.

Arrangements were made with the Dallas office of the Texas Employment Com-

AN AUTOMOBILE ACCIDENT cost 32-year-old Vernon Arnold both legs. An employee in the Doall saw unit, he came to Chance Vought Aircraft almost three years ago.



CONFINED TO A WHEEL CHAIR since 1927 as the result of World War I injuries complicated by arthritis, D. A. Wilkinson fabricates radio and radar harness at his bench in TEMCO's electrical shop.

mission to act as operating arm of the Dallas Committee for "Employ the Handicapped." The T.E.C. office agreed to interview handicapped persons and help fit them into job openings for which they were qualified.

"Our committee has sent letters at regular intervals to thousands of Dallas employers to sell them on the idea that it's good business to hire the handicapped," Mr. Melton said. "Experience has shown that these people work harder, man-for-

POLIOMYLITIS has denied Richard H. Chambers the use of his legs. The 31-year-old Chambers has been an employee of Chance Vought Aircraft for four months.





LEFT WITH FIVE per cent of his vision as the result of a motorcycle accident in 1936, T. H. Stone does filing and burring in TEMCO's machine shop. He is finishing a part for a Boeing B-47.

man, than the average worker without any physical disability. They are on the job more consistently. They have fewer accidents while at work. The turnover of handicapped persons is far below the normal rate simply because they are more than ordinarily appreciative of the opportunity to fill a good job."

Dallas area employers have been thoroughly sold on the idea, expressed in the committee's slogan, that "It is the ability, not the disability, that counts."

Every year since 1947, Dallas has led the nation in the number of job placements of handicapped people. At the beginning of this year's observance of "Employ the Physically Handicapped Week" —October 7-13—it was announced that more than 17,000 persons in all have been placed in jobs as a direct result of the committee's work. In addition, it is estimated that no less than half as many more have been employed without the committee's knowledge as a result of the publicity program that goes on throughout the year.

The Dallas plan for placing handicapped persons in jobs has long since been used as the basis for a national program. Mr. Melton was called to Washington in 1948 to explain the local setup to the President's Committee for Employing the Physically Handicapped, which subsequently utilized the plan as a pattern for organizing state and community programs throughout the nation.

Dallas has continued to be the leader in putting physically handicapped men and women to work, even though other cities have made tremendous progress.

During the four-year period from 1947 through 1950, the national ratio of job placements for handicapped persons to total placements was 5.4 per cent. The Dallas percentage was 7.2.

This month a Dallas firm received three citations for its record in employing physically handicapped persons. This is Chance Vought Aircraft, the big company that moved down from Connecticut a few years ago and has since become an important economic factor in the Dallas area.

Following up a Presidential citation and an award from the Disabled American Veterans, Chance Vought received on the eve of "Employ the Physically Handicapped Week" its third recognition in this field when the American Legion named the company "The Outstanding Employer of Texas" of physically handicapped persons.

All three awards were presented to the aircraft factory on the basis of 1,146 persons with some physical limitation hired as of last March. At that time the total plant employment was around 5,500 persons. Since then, according to Dr. John D. Horgan, supervisor of health at the plant, approximately 20 per cent of an additional 3,000 persons employed by Chance Vought have some physical limitation.

The term "handicapped" is not in favor around the Chance Vought plant. In accepting the citations for the company, Peter J. Wacks, personnel manager, made it clear that in the opinion of

Chance Vought these employees with physical limitations are not in the category of handicapped persons.

Mr. Wacks explained that a physical demands inventory is made of each of the plant's 1,500 categories of jobs and that no person is hired who cannot meet these requirements. Therefore, he said, so far as each individual's ability to do his own job is concerned, no person in the plant is physically handicapped.

Mr. Wacks also stated—and this must have been music to the ears of Laurence Melton—that Chance Vought's policy of hiring persons with physical limitations to do jobs for which they are qualified will continue without change.

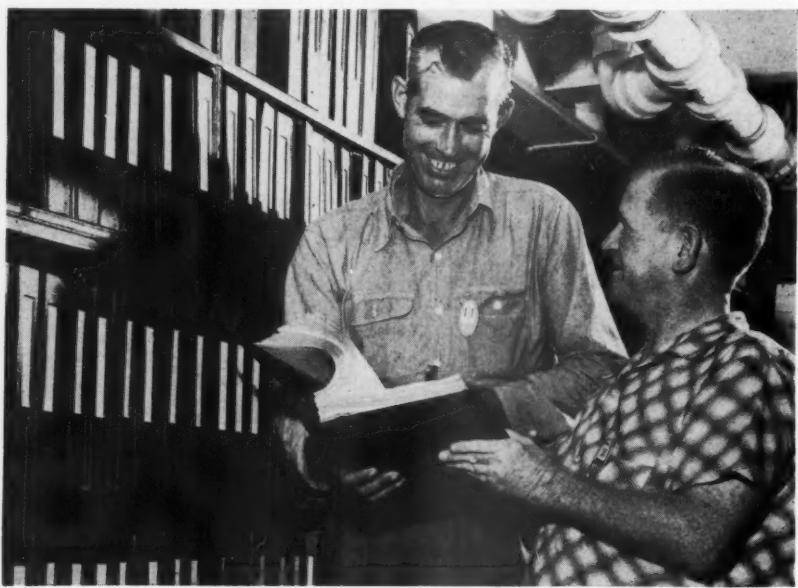
"These people in many cases have turned out to be our very best workers," the aircraft plant's personnel manager declared. "There is a very low turnover among them, and we are very happy to have this type of employee. We are grateful to have an opportunity to participate in this program to afford employment to these valuable workers."

F. L. Schatzman, Chance Vought safety director, also expressed himself on the merits of the company's policy with special reference to the safety-on-the-job angle.

"It has been my experience in working with the so-called physically handicapped employees here that they are involved in far fewer accidents than those with no limitation," he said. "They are good, conscientious workers, very careful,

(Continued on Page 52)

STRICKEN WITH POLIO at the age of 16 months, Cecil May (right) is in charge of inspection records of all C-54s, F-47s and TF-51s coming off TEMCO's lines. At left is Monty Stratton, of the movie, "The Stratton Story," who lost a leg as a result of a hunting accident but did not let his injury prevent him from continuing his professional baseball career. Stratton works at TEMCO's Greenville defense division.



Lone Star Gas Company, 1,400 retailers team up to stimulate gas range sales in 350 communities



ECONOMIC CONSULTANTS report that the expansion of durable goods production in 1950 (caused by scare buying) will offset inflationary pressure of defense spending in the foreseeable future. Since appliance dealers can't bank on scarcities to move goods, it is up to them to make the advertising and selling effort that will.

Lone Star Gas Company is spearheading this effort in over 350 communities during October and November by providing 1,400 retailers with sales helps for a spectacular Sale of Automatic Gas Ranges.

Gas appliance dealers are participating wholeheartedly because more people are in the market for a range than any other major appliance.*

Lone Star Home Economics and Dealer Representative Departments are giving dealers intensive sales training. Newspaper and radio advertising will give strong support

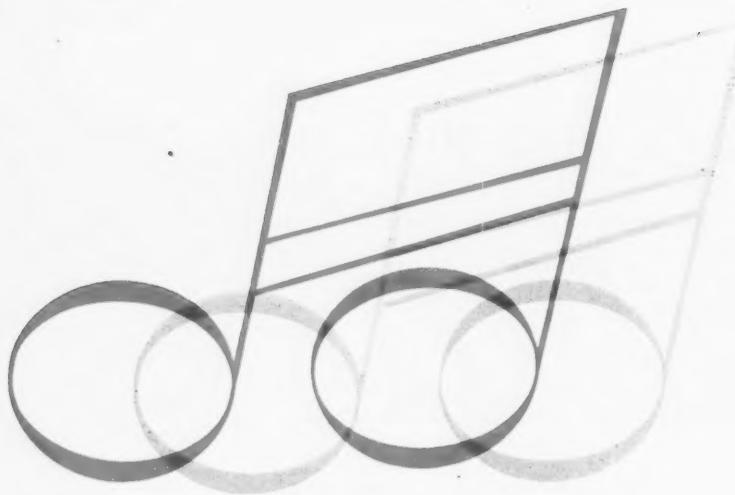
to the Sale. Lone Star is distributing free pennants, banners and streamers to decorate dealers' stores. In fact, major emphasis for this spectacular Sale is on point of sale material to attract customers into dealer's stores.

This complete, coordinated, timely Sale will stimulate business in hundreds of retail stores...whose success and profits are important to the communities they serve.

*One out of two ranges today is more than 10 years old. If your wife is cooking on a range that is more than 10 years old, listen: "Today's Automatic Gas Ranges—like today's automobiles—are far more beautiful and efficient than a few years back. Automatic features are equally as sensational. You would not drive a 10-year-old automobile. So why let your wife prepare meals on an outmoded range?" Why not suggest she get a new Automatic Gas Range during the Sale?



LONE STAR GAS COMPANY



Dallas Symphony Highlights World Famous Guest Stars

WITH echoes of praise still resounding from the six-week Fiftieth Anniversary tour of 40 cities from Chicago to Florida, the Dallas Symphony Orchestra, with Walter Hendl, its musical director, launches its 51st season November 18 at McFarlin Auditorium.

This season's program includes such world famous artists as Jascha Heifetz, Astrid Varnay, Gregor Piatigorsky, Jorge Bolet, Artur Rubinstein, Jacques Abram, Jennie Tourel, Vladimir Horowitz and Kirsten Flagstad.

Antal Dorati and Lehman Engel will return to Dallas as guest conductors, both of whom are favorites with Dallas audiences. The S.M.U. Choral Union will be heard in Beethoven's immortal Ninth Symphony.

Several special concerts with distinguished soloists and guest conductors are

planned. One of the most important features of the Dallas Symphony season is the series of children's concerts presented with the cooperation of the public schools for an admission price of 25 cents plus 5 cents tax. Over 35,000 Dallas children had the privilege of hearing the orchestra last year.

A coast to coast broadcast by the orchestra again will be presented by the National Broadcasting Corporation.

Another event of major significance is the first appearance in Dallas of the noted conductor, Bruno Walter, who will direct the annual sponsors' concert on November 28. For this concert Maintenance Fund Members are guests of the orchestra. Walter Hendl will be heard again this year as piano soloist on this occasion.

Walter is numbered among the world's

greatest conductors. In this country he has served as conductor of the New York Philharmonic Orchestra and as guest conductor of leading orchestras throughout the country. He also has been a regular conductor at the Metropolitan Opera, returning last year for a brilliant revival of "Fidelio."

Dorati's homecoming to Dallas as guest conductor assures another event of signal interest.

Dallas' own symphony conductor, Walter Hendl, is journeying to Vienna this month to conduct several concerts. He will also make records for the Alice M. Ditson Fund of Columbia University. He will return to Dallas in early November for rehearsals of the orchestra.

Astrid Varnay, who was the youngest singer ever to have undertaken the Wagnerian soprano leads at the Metropolitan, added luster to her notable career in her appearances during the summer at the reopening of the Bayreuth Festival, where she was given repeated ovations.

Piatigorsky, whom the late Koussevitsky termed "the greatest cellist of our day," is making his 20th tour of the United States after a year's vacation. He will play a newly acquired Stradivarius cello of great beauty, and will give a cello concerto by Darius Milhaud.

The appearance of two titans of the piano such as Horowitz and Rubinstein is a record for any season. Both have been sought for far more concert engagements than they can fill.

Next year Horowitz will celebrate the 25th anniversary of his debut in this country with a commemorative performance at Carnegie Hall in New York.

Nine leading composers have dedicated works to Artur Rubinstein. They are Stravinsky, Prokofieff, Szymanowski, Tansman, Milhaud, Poulenc, Ponce, Villa-Lobos and the late John Alden Car-

GREGOR PIATIGORSKY



KIRSTEN FLAGSTAD



ARTUR RUBINSTEIN



JENNIE TOUREL





WALTER HENDL

penter. In Dallas he will be heard in the Brahms B flat concerto.

The unsurpassed Flagstad will sing arias from her greatest operatic success, "Tristan and Isolde."

The Heifetz program will be of special significance inasmuch as he will be heard in two concertos—one by Mozart and one by Prokofieff.

Each season adds new laurels to Jennie Tourel's long list of triumphs. Miss Tourel, now in Italy, sang a leading role in the world premiere of Igor Stravinsky's new opera, "The Rake's Progress," at La Scala.

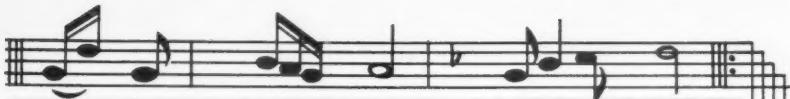
Jacques Abram, a native of Texas, is acknowledged to be one of the top pianists of the country. Last season he appeared with 13 major symphony orchestras and was acclaimed in a Central and South American tour.



BRUNO WALTER



ANTAL DORATI



Schedule of Concerts

DALLAS SYMPHONY ORCHESTRA

1951-52 Season

Sunday afternoons at 3:15

November 18:	Opening Concert
November 25:	Jorge Bolet, pianist
December 2:	Jascha Heifetz, violinist
December 9:	Gregor Piatigorsky, cellist
December 16:	Astrid Varnay, soprano
December 23:	Jeanneane Dowis, pianist (Dealey Award Winner)
December 30:	Edna Phillips, harpist
January 6:	Lehman Engel, Guest Conductor
January 13:	Antal Dorati, Guest Conductor
January 20:	Kirsten Flagstad, soprano
January 27:	Artur Rubinstein, pianist
February 3:	Dorothy Kendrick, pianist
February 10:	Leonard Posner, violinist
February 17:	Jacques Abram, pianist
February 24:	Jennie Tourel, soprano
March 2:	Vladimir Horowitz, pianist Beethoven Ninth Symphony Chorus of 200 and soloists

JASCHA HEIFETZ

ASTRID VARNAY

VLADIMIR HOROWITZ

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Getting Down to Business On World Affairs

A GROUP of realistic, calculating Dallas leaders have taken a lesson from business and applied it to world affairs. Tired of all the mumbo-jumbo and double talk about what's going on in the world, they have decided to find out for themselves.

They figure that if they can understand a balance sheet or a bank statement—and profit from their knowledge—they can make a bigger gain by knowing what's happening all over the world.

Dallas businessmen have had their fill of the unrest, insecurity, mismanagement and hysteria that comes from the air of mystery surrounding every operation that isn't close enough for them to investigate first hand.

They decided that world affairs should be put on a strictly business basis . . . and proceeded this month to do just that.

Reasoning that every human being has an equity in what is going on in the world, the Dallas men considered themselves stockholders in a world corporation whose product was peace.

As stockholders, they wanted a report on conditions. So they elected a board of directors to compile such a report. The directors in turn, elected officers, who in

turn, hired an executive director and assistants.

The stockholders did not demand that their directors and officers do all the work. They had a staff of diplomats, military leaders and other government officials as employees. All the stockholders wanted was information about how well these employees were performing their duties. If the policies their employees (the United States government) were carrying out were unsatisfactory, then the stockholders could vote to change them . . . or hire new employees at the next election.

The board of directors of the new organization met for the first time this month, formally establishing the Dallas Council on World Affairs.

The purpose of the council is to promote greater public understanding of foreign policy problems and issues.

Glen Costin, formerly executive director of the Councils on World Affairs in Rhode Island and St. Louis, has been employed as executive director.

J. Woodall Rodgers, former mayor of Dallas, was elected chairman of the board. H. N. Mallon, president of Dresser Industries who initiated the idea of a council, was elected president.

SPECIFIC ASSIGNMENTS for every Dallas citizen interested in gaining more information about world affairs are being drawn up by vice presidents of the council, left to right, Brooks Keller, Charles P. Storey, Frederic C. Hamilton, Cullum Thompson and John A. Steel.





EXECUTIVE DIRECTOR of the new Dallas Council on World Affairs, Glen G. Costin, right, receives a pen for signing his contract from J. Woodall Rodgers, left, chairman of the board. H. N. Mallon, center, president, witness the agreement formally establishing the new organization.

Vice presidents elected were Frederic C. Hamilton, John A. Steel, Charles P. Storey, Brooks Keller and M. Cullum Thompson. George Parker, Jr., was elected secretary and Harold F. Volk, treasurer.

BUDGET AND FINANCES for the council get the attention of two Dallas bankers on the board of directors, Ben H. Wootten and Fred F. Florence, both at right. Council Treasurer Harold F. Volk, seated at left, and Secretary George Parker, Jr., discussed the council's needs.



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Lv. Highland Park - - 7:41 am

TEXAS SPECIAL

Lv. Dallas Union Station 6:10 pm
Lv. Highland Park - - 6:18 pm

THE BLUEBONNET

Lv. Dallas Union Station 9:20 pm
Lv. Highland Park - - 9:28 pm

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October Fashion Market Bills 'Big Monday' Opening Shows

CLIMAX to the Big Monday of October Market Week in Dallas will be a fashion show staged by the Dallas Fashion Center at Fair Park Auditorium October 29 at 8 p.m., followed by a night club party, "It's Showtime," at which the American Fashion Association and the Dallas Fashion Center will be hosts in the Automobile Building at the Texas State Fair Grounds.

Integration of their activities to provide buyers with a full evening of informative entertainment and informal fun will be introduced for the first time by the American Fashion Association, national salesmen's organization, and the Dallas Fashion Center, promotional association of Dallas manufacturers of women's and children's fashion apparel, during the October 1952 market.

Miss Virginia Pope, fashion editor of *The New York Times*, and originator of the widely acclaimed "Fashions of the Times," will narrate the auditorium fashion show, "Silhouette of Spring."

Long an advocate for recognition of significant creative markets in the national fashion industry, Miss Pope is no stranger to the Dallas Market. Her most recent coverage of Dallas-made fashions for *The New York Times* was during the first National Press Week at which the Dallas Fashion Center was host in March, 1951. She followed this trip — during which she gave the market daily coverage—with a special picture feature devoted to Dallas-made clothes in *The Times Sunday Magazine*.

Mrs. Virginia Shaeffer, manager of the Center, is being assisted by Mrs. Irene Boyce in preparing the show. Rip Giersdorff's orchestra will play, and Peter Wolf will direct the scenic and lighting arrangements.

More than 20 of Dallas' top models have been engaged to show representative styles from the lines of the Dallas manufacturers.

Charles R. Meeker, managing director of the State Fair Musicals and Fair Park Auditorium, is in charge of arrangements for the AFA-DFC night club party, which will feature Leighton Noble's orchestra and entertainment by "The Continentals." Light refreshments will be served.

Accredited buyers from the entire nation will attend the two functions Monday night. They will receive admission tickets for the night club party when they register with the American Fashion Association at the Adolphus, Baker or Bluebonnet Hotels. Tickets for the Dallas Fashion Center Style show may be had in advance, upon request, from the Center, 1101 Commerce Street, or they may be found at the hotels on October 28 and 29.

The American Fashion Association will entertain buyers at its Breakfast Clinic Tuesday at 7:30 a.m. at the Baker Hotel's Crystal Ballroom. A. Harris and Company is in charge of the clinic, and Miss Connie Baughman of A. Harris will present the fashion show featuring resort and spring clothes.



MISS VIRGINIA POPE

Officers of the Dallas Fashion Center are R. A. Johnston, Jr., president; Cecil Higginbotham, vice president; and Ernest Wadel, treasurer. Heading the American Fashion Association are A. H. (Bob) Ellington, president; William Goldstein, first vice president; Al Adler, second vice president; Landon Speyer, treasurer; and Fred Harlan, secretary.

SILHOUETTE OF SPRING, style show to be presented October 29 by the Dallas Fashion Center, will feature spring fashions and pretty playclothes such as these. Miss Virginia Pope will narrate the show.



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Lorrell Corporation

ATLANTIC BUILDING ★ DALLAS, TEXAS



A DIRECT SHOWDOWN with Russia was predicted by Senator Lyndon Johnson (left) at a luncheon in Dallas this month. T. E. Jackson, president of the Dallas Citizens Council (right) was toastmaster. More than 800 guests assembled in the Grand Ballroom of the Adolphus Hotel to hear the Senator's speech.



THREE PRESIDENTS sat side by side at the Johnson luncheon. They were (left to right) Charles T. Hansen, president of the South and East Dallas Chamber of Commerce; James C. Dycus, president of the Oak Cliff Chamber of Commerce; and John W. Carpenter, president of the Dallas Chamber of Commerce.

Lyndon Johnson Forecasts Ultimatum to Communists

A N ULTIMATUM to Soviet Russia and the North Korean Communists was cited grimly as a possibility of the not-too-distant future by Senator Lyndon Johnson at a luncheon in Dallas this month.

Some 800 guests, the largest audience ever assembled at a formal luncheon in this city, came to hear Senator Johnson's appraisal of the nation's defense program. Sponsors were the Dallas Chamber

GENERAL ARRANGEMENTS Chairman George L. MacGregor (right) confers with J. Ben Critz (left), vice president and general manager of the Dallas Chamber.



of Commerce, the Dallas Citizens Council, the Oak Cliff Chamber of Commerce and the South and East Dallas Chamber of Commerce.

Robert G. Storey, president of Southwestern Legal Foundation, introduced Senator Johnson.

George L. MacGregor, general arrangements chairman for the luncheon and a director of the Dallas Chamber of Commerce, introduced presidents of the three chambers of commerce—John W. Carpenter, Dallas; James C. Dycus, Oak Cliff, and Charles T. Hansen, South and East Dallas. Each gave Senator Johnson honorary chamber of commerce membership.

T. E. Jackson, president of the Dallas Citizens Council, was toastmaster. Mayor J. B. Adoue, Jr., presented to the Senator honorary Dallas citizenship.

Senator Johnson said that the showdown between America and Russia may take the form of a proclamation to the Soviet Union that the United States will retaliate directly "at you" in the event that one of its satellites commits an act of aggression.

"I realize full well the awesome potentialities of this proclamation," he said. "I hope with everything that is within me that we do not come to that pass. But the

leaders of communism must know that it will come unless they decide to walk the path of peace and cooperation instead of the road of war and subversion."

Senator Johnson declared that police actions against Soviet satellites are "the course of battling a slave—and letting his master go scot-free."

He said that a declaration to the men who sit behind the walls of the Kremlin might take this form: "We are tired of fighting your stooges; we will no longer waste our substance battling your slaves; we will no longer sacrifice our young men on the altar of your conspiracies."

"The next aggression will be the last. For we will recognize, and the world will recognize, that you, yourself, and not your puppets, are the real aggressor. We will strike back, not just at your satellites, but at you. We will strike back with all the dreaded might that is within our control, and it will be a crushing blow."

Senator Johnson's audience listened attentively and applauded his statements. He is chairman of the Senate armed services preparedness subcommittee, and is the assistant Democratic majority leader.

Senator Johnson predicted that the big break might take the form of an ultimatum to the Communist commanders in North Korea—an ultimatum to "make peace, quit stalling, or we will hit you with everything we have."

The American people have an overwhelming desire for peace, the Senator said, "but they will not endure insults, contempt, disdain."

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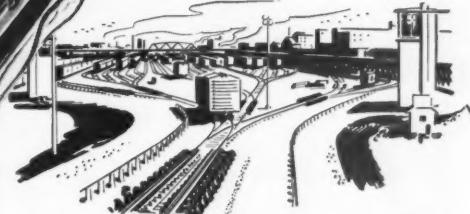


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Whether you think in terms of horsepower for civilian needs or firepower for America's military men, you'll find Magnolia men and women on the job with other leaders of the industry, to meet record demands. For example, the oil industry is working hard to satisfy the growing appetites of 50 million motor vehicles which consume 40 billion gallons of gasoline annually. Despite this record use, the industry has known underground

supplies of 30 billion barrels of oil. By constantly testing and improving our products, two gallons of gasoline today do the work three did in 1925...even though they cost about the same and taxes are higher. With civilian use of oil reaching new peaks each month and military requirements increasing steadily, every week is oil progress week throughout Magnolia land. We are breaking all records to serve you and the Nation.

Your Progress and Oil Progress Go Hand in Hand !



**MAGNOLIA
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Civic Corporation Formed To Provide Negro Housing

A MAJOR step toward solving Dallas' Negro housing problem was completed this month when joint committees of the Dallas Citizens Council, the Interracial Committee and the Dallas Chamber of Commerce organized a non-profit

corporation to provide sites for Negro homes.

The corporation will endeavor to get adequate sites for the construction of homes for both rental and home ownership for the Negro citizens of Dallas.

Sites purchased by the corporation will be sold in parcels to development corporations or private builders, with the result of adding a large number of new Negro dwellings to the city.

Members of the 15-member joint committee which set up the corporation are John E. Mitchell, J. B. O'Hara, S. J. Hay, Nathan Adams and Austin F. Allen of the Dallas Citizens Council; John T. Higginbotham, Howard P. Holmes, B. F. McLain, Henry S. Miller and Alphonso Ragland, Jr., of the Dallas Chamber of Commerce; and Jerome K. Crossman, joint committee chairman, James S. Hudson, Louis Tobian, Sam W. Hudson, Jr., and John W. Rice of the Dallas Interracial Committee.



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"Surely," said Sidney Sherman, "this is development beyond our wildest dreams!"

General Sidney Sherman, courageous commander of the Second Regiment in the battle of San Jacinto, fought for a new kind of freedom when he organized and built the first rail line in Texas . . . the Buffalo Bayou, Brazos & Colorado (now a part of the Southern Pacific System). A new economic freedom which would enrich the lives of everyone within the new republic. Realizing that rail transportation would enhance the expansion of agriculture, industry, and commerce and contribute to the cultural growth of the area, Sherman and his colleagues entered into the building of their railroad with energy and initiative.

Today, the Southern Pacific system stands as a fitting monument to the spirit of free enterprise which motivated these men. Throughout its more than one hundred years of useful existence, and today . . . the group of rail lines and their subsidiaries and affiliates now forming Southern Pacific Lines in Texas has maintained its position as the largest industrial enterprise in the state, with the largest payroll for the longest list of employees living in Texas. This year, Southern Pacific Lines enters its second century of service in Texas . . . proud of the past and pledged to a future of continued usefulness.





Skillman Medical Building Opens. The formal dedication of the Skillman Medical Building at 6115 La Vista at Live Oak this month marked a new development in Dallas' medical facilities. Tailor-made office quarters for 16 physicians are contained in the two-story building, and it is only five minutes by auto from Baylor or St. Paul Hospitals.

The new medical building was constructed by Dines and Kraft, builders and owners of the Skillman-Live Oak Shopping Center. Walter W. Ahlschlager, Dallas architect, designed the building.

The two-story, brick structure has approximately 10,000 feet of floor space, 16 offices, eight rest rooms, 30 tons of air conditioning equipment, four entrances, an automatic elevator and 122 feet of frontage. It measures 62 by 80 feet.

Runway Nears Completion. Work on Love Field's \$350,000 runway extension project is expected to be completed the first of December. The northwest-southeast instrument runway and taxiway is being extended 1,000 feet, and

will be 6,200 feet long when finished. The completed runway will be able to handle any type of commercial plane.

Aluminum Plant to Be Built. Construction of the Aluminum Company of

Three paved parking lots have been provided adjacent to the building's 122-foot frontage so that patients can practically step from automobiles into the building.

Built of Austin shell stone, the interior wainscoting is Kalstron, the exterior wainscoting is granite and the exterior trimming is in crab orchard stone.

Both exterior and interior window sashes are of steel, and each floor has an exterior canopy trimmed in aluminum.

Inside, the stairs are covered with dark rubber tile, window ledges are tile, corridor wainscoting is sheet rubber, doors and trimmings are of white oak, ceilings are acoustical, stairways are fitted with aluminum handrails and spindles, and floors are covered with asphalt and rubber tile.

America's proposed aluminum smelting plant at Rockdale, Milam County, will begin next month. Texas Power & Light Company will design, build and operate the power plant, and partial operation is expected to start late in 1952.

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Who stocks five preferred brands of modern metal and wood office desks and tables for every requirement? Texas Office Furniture Co., of course!

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We welcome the opportunity to discuss with you and your attorney a plan fitted to your individual needs and resources.

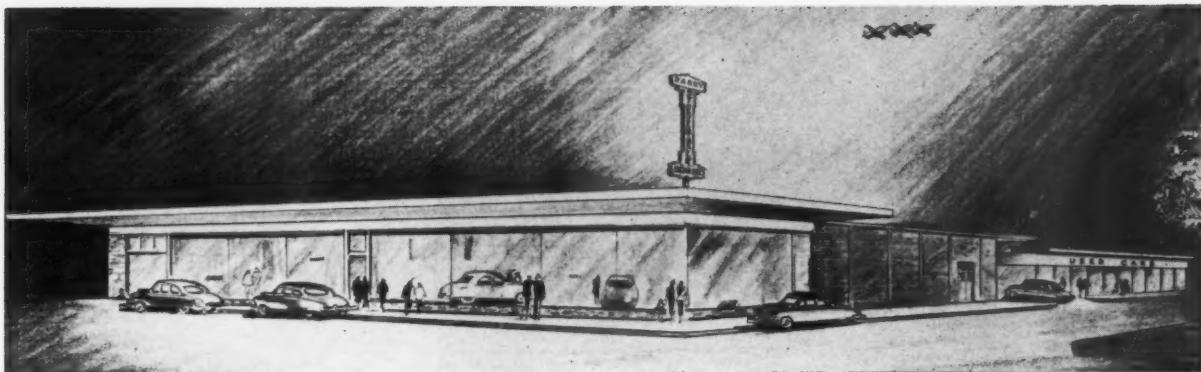
*Please call Riverside 9241,
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visit our Trust Department, 3rd floor.*

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DALLAS • OCTOBER, 1951



New Studebaker Outlet. Harry Bogue Motors has started construction of a new Studebaker center on a tract of 66,000 square feet at Cedar Springs and Olive, just south of its present quarters. Mr. Bogue, a veteran of 30 years in the retail automobile business in Dallas, said the new building will embody all facilities of sales and service of cars and trucks.

Statler Plans Construction Date. Plans for Dallas' new 18-story Statler Hotel are underway, and construction is slated to begin in the late spring or early summer. The hotel, which will be constructed on property adjacent to the Dallas Public Library on Commerce Street, will cost approximately 10 to 12 and a half million dollars. Present plans call for 900 rooms in the structure.

Electric Firm Leases Plant. A new 20,000-square-foot brick office and warehouse building at 173 Leslie in the Trinity Industrial District has been leased by the Sylvania Electric Company of Salem, Massachusetts. The new plant, which will handle fluorescent lamps, television and radio tubes, lighting fixtures and electronic devices, will house the company's Southwestern division organization.

The main building contains display and sales rooms and general offices. The front will be characterized by a wide expanse of plate glass, a lounge and a coffee bar. The service entrance will be in the rear of the principal building, along with the parts department. Henry G. Butler is co-partner in the company with Mr. Bogue. Leinbach Brothers are the architects and S. & L. Construction Company is building the structure.

Regional Sales Office Opened. The Minnesota Mining and Manufacturing Company of St. Paul, Minnesota, has opened a regional sales office and warehouse at 1221 Dragon in the Trinity Industrial District. Triple M produces "Scotch" Brand Tapes, coated abrasives, "Scotchlite" Brand reflective sheeting and a wide variety of industrial adhesives and electrical and sound recording tapes.

Kahn's 80th Anniversary

DALLAS' OLDEST RETAIL STORE

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ANKLE *fashioned* OXFORDS

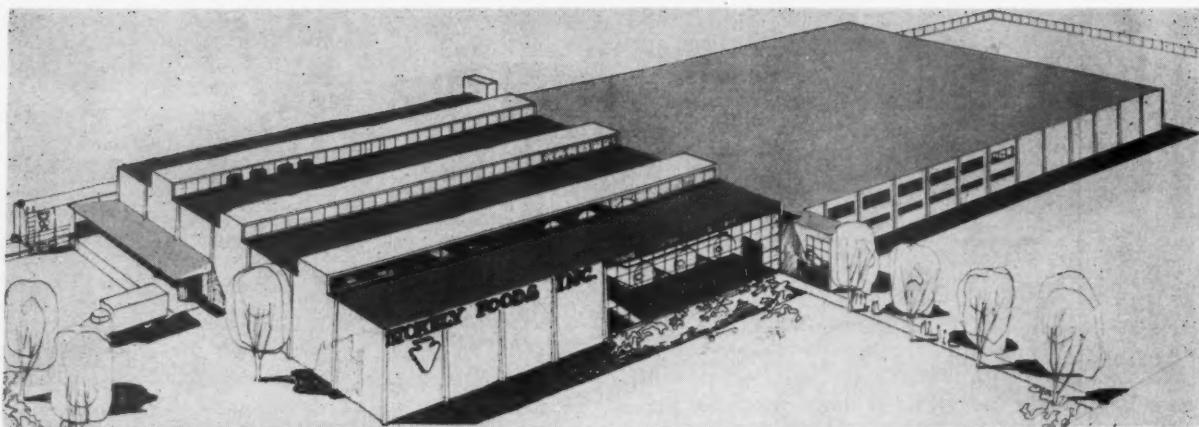
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A favorite wing-tip shoe with extended sole. In brown MacTavish grain, deep tone brown or lustrous bright black calf. 6½ to 12.

NOW \$19.95

E. M. KAHN & CO.
MAIN AND ELM AT LAMAR

Also at Kahn's Nunn-Bush Shoe Store, 1610 Main Street



Stokely Foods Plant to Open in January. Stokely Foods, Inc., is building a \$1,000,000 processing plant in the new and growing Santa Fe Industrial District just south of Dallas. The plant will have 41,700 square feet for production and 40,000 for storage. It also will have truck docks 200 feet long and a railroad dock the length of the building. From the plant will come Stokely and Van Camp canned foods and canned

rations for the armed forces. The new plant will vastly augment present Stokely operations in Dallas. Last April the company took over the cannery of the Thrift Packing Company, 3914 Pacific. Architects are Lawrence F. Peeler & Associates, structural engineers. General contractor is the Lantex Construction Company, and the mechanical contractor is George Linskic Company, Inc.

Warehouse Facilities Expanded. The Stewart Office Supply Company has purchased a three-story, 30,000-square-foot building on the southeast corner of Austin and Wood in order to consolidate and expand its warehouse facilities. Henry S. Miller Company, realtors, rep-

resented both Stewart Office Supply and P. E. Wilson, the former owner.

Testing Laboratory Moves. The Pittsburgh Testing Laboratory of Texas, testers of building materials, has moved into a new brick-and-tile one-story build-

ing at 150 Payne in the Trinity Industrial District. The structure was built by Williams & Wagner Construction Company, according to specifications drawn up by the laboratory. The lease was negotiated by W. E. (Bill) Campbell, Jr., of Moser Company, Realtors.

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STATEMENT OF THE OWNERSHIP, MANAGEMENT, AND CIRCULATION REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233). Of DALLAS, published monthly at Dallas, Texas, for October 1, 1951.

1. The names and addresses of the publisher, editor, managing editor, and business manager are: Publisher, Dallas Chamber of Commerce, Dallas, Texas; editor, Horace Ainsworth, Dallas, Texas.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.) Dallas Chamber of Commerce, Dallas, Texas (no capital stock).

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

HORACE AINSWORTH, Editor.

Sworn to and subscribed before me this 26th day of September, 1951.

S. GOODMAN.

(My commission expires June 1, 1953.)



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E. M. Kahn Celebrating Eightieth Year



THE MAYOR OF DALLAS welcomed E. M. Kahn 80 years ago when he arrived in the city to establish his men's clothing firm. Re-enacting Mr. Kahn's early greeting from former Mayor Henry S. Ervay are Louie N. Bromberg, left, present head of the company, and Mayor J. B. Adoue, Jr.

DALLAS' oldest retail establishment—the only store of its age and size operated by the same family since its founding—is celebrating its 80th anniversary this month by looking ahead to future expansion and modernization.

E. M. Kahn and Company, which was founded by Emanuel Meyer Kahn when he came to Dallas in 1871, has grown in eight decades from a 25-foot-front store to a modern establishment which has the largest ground floor space devoted to men's clothing in the South. In addition, Kahn's opened last year a Nunn-Bush Shoe Store at 1610 Main Street, and a new men's wear store at 1604 Main Street is scheduled for opening early in 1952.

First location of the veteran retail firm was on Main, between Austin and Lamar Streets. In 1874 the store was moved into the Elm Street portion of its present location, and additions through the years have culminated in the firm's occupancy of its present three-story building which has frontage on Main, Elm and Lamar Streets. These additions have brought the main building to a total of almost 40,000 square feet.

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9 A.M. to 9 P.M.

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In 1936 the store was completely modernized and an air conditioning system, one of the first in the South, was installed.

The store has been family owned and operated from the beginning to the present day. E. M. Kahn himself managed the business until his death in 1923.

His son, Laurence S. Kahn, had been associated with his father for many years, and took over management of the firm on his father's death. The third generation is represented in the business by Eugene Kahn Sanger, a grandson of the founder.

Present officers of the firm are Louie N. Bromberg, president; Eugene Kahn Sanger, first vice president; Morton H. Sanger, executive vice president; A. Robert Beer, treasurer; and Hyman M. Tobolowsky, secretary.



EUGENE KAHN SANGER



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PRATT'S PLAZA PAINT STORE, which has just been completed at the corner of Milton and Snider Plaza, in Dallas, adds considerably to the appearance of this Plaza corner. Glass is widely used as a smart complement to the attractive modern architectural design. The owner, J. R. Rogers, served as both builder and architect.

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of Dallas is proud to have furnished the Libbey-Owens-Ford quarter-inch Plate Glass and the Brasco Safety-Set metal for the glass. Brasco metal adds to the appearance as well as the safety of the glass installation.



General Motors President Visits Dallas. Charles E. Wilson, right, president of General Motors Corporation which has just acquired a 255-acre tract of land near Dallas, warned 600 Dallas business and civic leaders that over-arming presents a great threat of another world war. Addressing the Dallas Society for the Advancement of Management, Mr. Wilson was greeted by Mayor J. B. Adoue, Jr., left, and Governor Allan Shivers, standing.

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The image shows a vintage advertisement for Viking Lines. On the left, a black and white logo for 'VIKING LINES' is displayed within a shield-shaped border. The word 'VIKING' is at the top and 'LINES' is at the bottom. To the right of the logo, the text '23 years of constantly improved MOTOR FREIGHT SERVICE' is written in a bold, sans-serif font. Below this, the words 'VIKING FREIGHT COMPANY' are prominently displayed in a large, bold, sans-serif font. At the bottom, the address '146 PAYNE ST. • Phone: RIVERSIDE 1488 • DALLAS' is given.

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IN DALLAS Last Month



Sigma Delta Chi Honors Newspaperman. Sigma Delta Chi's award to "Texas" Newspaperman of the Year was presented at a buffet dinner this month to Lon Boynton, publisher of the *Lamar County Echo* at Paris (right). It was presented to Mr. Boynton by Price Daniel, attorney general of Texas (center), who was in Dallas to be the opening day speaker at the Texas State Fair. Ayres Compton (left) is president of the Dallas chapter of Sigma Delta Chi. James V. Lovell, chairman of the arrangements committee, said the fraternity's award was made on the basis of professional and community leadership. Mr. Boynton's newspaper, which was published before him by his father, has been judged by the Texas Press Association as one of the outstanding weeklies in the state for the past several years. Nine new members of the fraternity were initiated in ceremonies preceding the dinner, which was held in the Downtown Club.



Magnolia Promotes Two. Earl A. Brown, left, has been named general counsel of Magnolia Petroleum Company and Magnolia Pipe Line Company. Don C. Bennett, right, was recently appointed manager of Magnolia Petroleum Company's Dallas marketing district. Mr. Brown was graduated from the University of Texas law school and practiced law in Ennis, Waxahachie, and in Ardmore, Tulsa and Oklahoma City, Oklahoma. He joined Magnolia's legal staff in Oklahoma City in 1936 and came to Dallas as assistant general counsel three years later. Mr. Bennett joined Magnolia following his graduation from Marietta College, Ohio, in 1931. He has served in Magnolia offices in Houston, Shreveport and Dallas.

Air Filter Firm Opens. A district office in Dallas for its air filter division has been opened by Research Products Corporation of Madison, Wisconsin. The of-

fice will supply the new D. O. filters for forced air heating and air conditioning systems, which remove dust and odors, to retailers.



Jamaica Seeks Tourist Trade. Souvenirs of Jamaica were given to James W. Aston, chairman of the Chamber of Commerce aviation committee (second from left), and William A. Ware, manager of the Chamber's aviation department (second from right), at a cocktail party given this month in Dallas by members of the Jamaican Tourist Board. Abe Issa, director of Tower Isle and Myrtle Bank Hotels in Jamaica (left), and Charles D'Costa, managing director of the Lascelles de Mercado import-export firm (right), flew here via Chicago and Southern Air Lines to boost trade for the 1952 season in midwestern states and to counteract false impressions about the recent Caribbean hurricane on Jamaica. Mr. Issa and Mr. D'Costa stated that the hurricane did absolutely no damage to the north shore resort hotels, and they explained that fine china, linens, leather goods and woolens imported from England may be purchased almost duty-free in Jamaica.



British Exhibit to Stimulate Trade. When H. A. Widdecke (left) and W. C. Saffarrans (center) visited the British Trade Bureau exhibit at the Texas State Fair, they were told by Colonel Laurie Priesack, British vice-consul (right), that its purpose is to stimulate interest in British goods.

"We wish to increase our exports into the Southwest," Colonel Priesack said. "At present we buy more from the United States than we sell to you—but we can only pay for our imports by our exports."

Colonel Priesack said that a wide variety of goods was displayed at the British exhibit in order to arouse interest in "Made in England" products.

"If you are a manufacturer, do not be afraid of imports from Great Britain," Colonel Priesack said. "We shall never be able to import all the things we want from the United States, unless we can build up considerably our exports to you."

Mr. Widdecke and Mr. Saffarrans are members of the International Trade Committee of the Dallas Chamber of Commerce.

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Temco Names Four Officers. Four new officials have been named by the Texas Engineering and Manufacturing Company. They are John A. Maxwell, vice president, and Don W. Balfour, factory manager (left picture, left to right); and Clyde Williams, vice president, and Latham Leeds, secretary (right picture, left to right).

Both Mr. Maxwell and Mr. Williams are members of the original group who started with Temco when the company was founded as a limited partnership in November, 1945.

Mr. Williams, who was formerly secretary and assistant treasurer, has been named vice president-comptroller. He joined Dallas Power and Light Company in 1929 in the accounting department. In 1936 he joined X. R. Gill Studebaker



agency as credit manager, and two years later he went with Ernst and Ernst as an accountant.

Mr. Maxwell, formerly superintendent of manufacturing control and administrative assistant to the president, has been named vice president in charge of manufacturing. In 1937 he came to Texas as state distributor in Corpus Christi for DeWalt Products Corporation.

Mr. Leeds, the new secretary, is a member of the law firm of Carrington, Gowan, Johnson and Walker.

Mr. Balfour, new factory manager, was works manager of the Nashville division of Consolidated Vultee Aircraft Corporation during World War II, and more recently was plant superintendent for Avco Manufacturing Company.



*Color
and Design....*

at Lederle Laboratories. Its use makes this corner of the office of Mr. L. V. Procter a pleasant gathering point for informal discussions with business associates. The warmth of the colorful leather chair by Gunlocke and sectional divan by Neiman, Inc., is complimented by the dark beauty of a walnut table and an unusual all-bronze lamp. Let STEWART'S add the touch of the decorator to your office... creating the atmosphere most suitable for your personality... and for your business day.

CALL

Stewart's

STATIONERS • OFFICE OUTFITTERS

1523 COMMERCE STREET PHONE PR-8581

WHEN YOU WANT SERVICE AND QUALITY



Manager of Sales Selected. John C. Stough has been named sales manager for the Baker Hotel. Mr. Stough formerly was assistant sales manager for another hotel in Dallas. A large part of his duties will be arranging hotel accommodations for conventions, markets, sales conferences and other groups. During the war, he served five and a half years in the Army Air Corps.



Named Executive Director. Frank P. McGowan has been named executive director of the Wall Street Journal's Southwest edition. Mr. McGowan has been a member of the Journal's organization since 1936 and previously had headquarters in New York. He will have his office in Dallas and will travel extensively throughout the Southwestern states.

C. H. (HANK) COLLIER, JR., formerly eastern division sales manager for the Hyster Company, has joined his father's business firm, the C. H. Collier Company of Dallas, as a partner.

MALCOLM MITCHELL has been made district sales manager of the Dallas district of the Avco Manufacturing Corporation.

DALLAS • OCTOBER, 1951

JANITORS • MAIDS • WINDOW CLEANERS • HOUSE CLEANERS
ACME BUILDING MAINTENANCE CO.
 1901-15 LAWS STREET
 FRANK C. JONES
 STEAM CLEANING • SIDEWALK WASHING • HOT FLOOR WAXING
 PHONE RA-7660



*This Trademark
is your guide to
Dependable Service*

AND A BASIC SUPPLY OF . . .

INDUSTRIAL MACHINERY	WATER WORKS SUPPLIES
INDUSTRIAL SUPPLIES	PUMPS AND MOTORS
MILL SUPPLIES	MACHINE TOOLS
GIN SUPPLIES	OIL MILL MACHINERY



DALLAS — 5000 Harry Hines — Justin 0311

BRIGGS-WEAVER
 MACHINERY COMPANY
 Distributors of Industrial Machinery
 Machine Tools • Pumps and Motors Since 1896

HOUSTON — 300 S. Wayside Drive — YUKon-3361 

DAMAGED MERCHANDISE LOSES CUSTOMERS

Call Gaylord to solve your shipping container problems.

**GAYLORD
CONTAINER
CORPORATION**

DALLAS, TEXAS



NO MATTER YOUR LIFE INSURANCE NEED

*there's a Southwestern Life policy
to meet your requirements*

FAMILY PROTECTION • BUSINESS LIFE INSURANCE
GROUP LIFE INSURANCE
ANNUITIES • PENSION PLANS

Southwestern Life
Insurance Company

JAMES RALPH WOOD, PRESIDENT

HOME OFFICE • DALLAS



"I Won't Impose On a Friend"

"I feel that any individual I would care to name as executor would either be too busy with his own affairs; would not want the responsibility or might not have the knowledge and experience for the management and disbursement of my estate.

Therefore, in my will I designated the Dallas National Bank as executor of my estate. My estate will have the benefit of group judgment of specialists in estate handling and financial responsibility at a cost no more than the fee an individual is entitled to.

I have a feeling of security knowing that my estate will be handled wisely and prudently and in full accord with the provision in my will."

At your invitation an officer will be glad to tell you all about the service of our Trust Department. No obligation, of course.

TRUST DEPARTMENT

**Dallas
National**

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Bank

"Oldest Trust Department in Dallas"

Joins Branham Company. Charles (Red) Scott has been appointed to the Dallas staff of The Branham Company as sales representative. Mr. Scott is a graduate of the University of Texas. He has been with the Dallas Morning News for the past two and a half years working in the educational and automotive departments of the national advertising division.



Will Open Dallas Branch. O. W. Phillips, production manager of the Viking Pump Company, has been appointed to open the company's new Dallas sales and service branch. He has been with the Viking Pump Company for the past 22 years and for the past seven years has been production manager of the Cedar Falls, Iowa, factory. Operation of the branch will get underway by January 1, 1952, in offices and warehouse located at 2175 West Commerce Street on a two-acre tract with rail spur facilities.

ORVILLE L. McDONALD, former advertising manager for Chromcraft Dinettes in St. Louis, has been named to the advertising staff of the Farm and Ranch Publishing Company with headquarters in Dallas.



Information Officer Transferred. Lieutenant Commander R. N. Grunbeck has taken over the post of public information officer at the Dallas Naval Air Station. He formerly held that position at the Seattle Naval Air Station. Graduated from the University of Washington in 1940, he went on active duty with the navy the same year and was commissioned as an ensign in 1941 at the U. S. Naval Academy. During the war he served in the North and South Pacific as a gunnery officer on armed merchant ships and later as a gunnery officer on destroyer escort USS Greiner.



Opens Creative Writing School. Mrs. Alma Sioux Scarberry, author of 21 published novels including "High Hat" and "Hired Wife" which were both made into movies, is opening a branch of the Scarberry School of Creative Writing and Radio in Dallas. Private sessions for both beginning and advanced students are being taught at Cliff Towers. Mrs. Scarberry has had 12 novels serialized in several hundred newspapers in the United States, Canada, Australia and England. Mrs. Scarberry will schedule lecture appearances from Dallas in connection with the writing school.

DALLAS • OCTOBER, 1951

*

good printing...

***the way
you want it...***

DELIVERED ON TIME!

Whether your business is selling merchandise,
or performing a service to the public,
good printing, delivered on time,
can help you do a better job.

Go to
Haughton Brothers
for Better Printing

3116 COMMERCE STREET • PR-2583

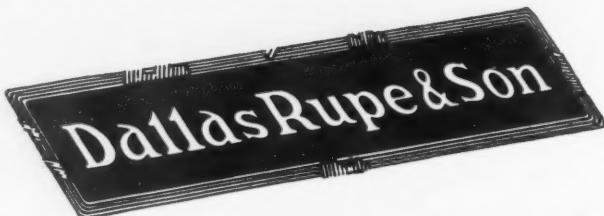
LANDAUER, GUERRERO and SHAFER

CONSULTING ENGINEERS

Air Conditioning, Heating, Ventilating, Electric Wiring and Plumbing
Design and Supervision

4801 Lemmon Avenue

JU-9562

Investment Bankers

DALLAS ★ TEXAS

IT'S A FACT!The State Fair was organized in 1886, nine years after
Dallas Transfer was established.**... AND IT'S ALSO TRUE**

Today's mammoth State Fair and the present extensive operations of Dallas Transfer illustrate the tremendous strides made in the Southwest during the past 55 years. Important services now offered by Dallas Transfer include Business Records Storage, Household Goods Storage, Local and Long Distance Moving, Warehousing, Merchandise Distribution, Heavy Hauling, Machinery Setting. *First in Service—Call Dallas Transfer First!*

● Established 1875

CALL RA-7111

Dallas Transfer AND TERMINAL WAREHOUSE CO.

2ND UNIT SANTA FE BLDG.



G. K. Weatherred, Pres.

C. E. Bradley, Vice-Pres.

R. M. Waskom, Sec'y-Treas.



Artist Opens Offices. Jerald O. Page, advertising artist, moved this month into his new studios at 212 American Bus Building. He has been in business in Dallas since 1947, and was formerly associated with Roger Pendergrass, advertising artist, and the Powell Printing Company.



Joins Best Motors. William L. Fayle, an industrial traffic manager for the past 20 years, has joined the staff of Best Motor Lines as general sales manager. For the last six years he was general traffic manager for the American Thread Company. He also has been associated with the LeTourneau Company of Georgia and Cornell Wood Products Company of Cornell, Wisconsin.

WILLIAM H. PERKINS, JR., has been appointed manager of the accident and health branch office in Dallas of Continental Casualty Company, with offices in the Mercantile Securities Building.

CHESTER W. KENDALL, formerly Tulsa agent for Republic National Life Insurance Company, has been elected a vice president of Old Line Mutual Life Insurance Company, 3301 Worth.



Lumber Executive Promoted. Alex W. Sanders has been elected secretary and treasurer of the Geo. W. Owens Lumber Company. In addition to his new executive duties, Sanders will continue as sales manager, a position he has held since 1947. Mr. Sanders was a general contractor for several years before entering the lumber business. For a time he was senior salesman in the Dallas-North Texas territory for Certain-Teed Products Corporation.



Sales Executive Appointed. Herman Ford of Amarillo has been named director of sales training for Southland Life Insurance Company. Mr. Ford has been agency manager of the Panhandle territory with headquarters in Amarillo for Southland Life, and will soon move to Dallas with offices in the company's home office. He is a graduate of West Texas State College and the University of Colorado, and formerly taught school in Amarillo and Hereford. Mr. Ford started his life insurance career with Southland Life in 1945 and earned qualification to the company's top leader club.

An advertisement for R. F. Bullock, Jr. The top left features the word "PIPE" in large, bold, black letters, with "NEW AND USED" stacked vertically to its right. Below this is a list of products: "Line Pipe, Oil and Water Well Casing", "Seamless Steel Tubing", and "Square Tubing". To the right of the list is a large, stylized illustration of several pipes. One pipe is shown being rolled on a track, with a trail of small circles behind it. The bottom right contains the company name "R. F. BULLOCK, JR." in large, bold, black letters, with "DALLAS" and "Phone IMPerial 1301" below it.

DESIGNERS AND MANUFACTURERS
OF QUALITY STORE AND BANK
FIXTURES SINCE 1922.

Paved Surfaces are MONEY MAKERS

Today's shopper goes by car and always looks for an easy place to park. A large paved parking lot attracts customers just as much as quality merchandise and efficient service. Let our representative furnish you with a free estimate on paving your parking areas with asphalt or concrete.

The Magnificent
Story Based on
The Romantic,
Tumultuous Life
of
JAMES BOWIE

★
The Iron
Mistress

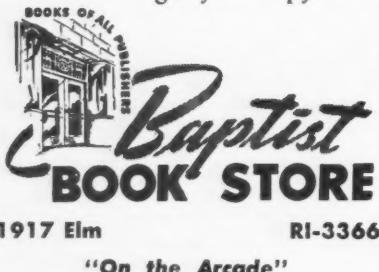
by
PAUL I. WELLMAN

\$3 50

★

Be sure you read this rugged
biography of the famous Texas
hero.

get your copy at...



The Iron Mistress

By Paul I. Wellman, published by
Doubleday, 404 pages, \$3.50.

HERE in 400 dynamically packed
pages is the turbulent story of the
fabulous Texas hero, James Bowie, and
the renowned Bowie knife.

History was in the making when young
Jim Bowie made his first trip to New
Orleans in the early part of the 19th
century, and it wasn't long before Bowie
was writing the most exciting chapters.
Adventure and trouble just seemed to
follow him. By the time Jim Bowie
reached 33 years he had been a frontiers-
man, gambler, duelist, land owner and
slave trader.

In the affairs of the heart the rough
and ready Bowie became a gentleman of
the first order. Three women of com-
pletely different types and backgrounds
shaped his life. There was the beautiful
Judalon de Bornay of a wealthy New
Orleans family who gained his love and
admiration—only to throw him over;
Catherine Villars, the quadroon mistress
of pirate Jean Lafitte, who almost cost
him his life; and Ursula de Veramendi,
the lovely daughter of the Mexican vice

governor, who became his wife, and for
whom he became a Mexican.

This is truly a story of the lusty Texans
stripped of their grandeur, and portrayed
in all their ruggedness. We meet the gen-
tleman pirate Jean Lafitte and see him
living in royal splendor in old Galvez-
town while he dealt in slave trading. We
meet the captain of his pirate ships, Dominique You, the man who was re-
sponsible for Bowie's becoming a slave
trader.

In this biography of Bowie we see the
founders of Texas—Travis, Bowie, Sam
Houston, Stephen F. Austin as they
fought among themselves but came to-
gether at the Alamo to fight for a com-
mon cause.

For a story of Texas that is real and
rugged reading without any padding or
dressing up, read Paul Wellman's life of
James Bowie in *The Iron Mistress*. Bowie,
whose name was known across the South-
west, and whose reputation always pre-
ceded him for his skill with the knife
lived as he died, heroically and sur-
rounded with adventure, went down as
one of the defenders of the Alamo.

Paul I. Wellman, the author, writes
bluntly of the legends and heroes of the
great Southwest. His portrayal is one of
great admiration for the venturesome
men who fought their way through one
of the most exciting periods in history.
Mr. Wellman is also the author of *Jubal*
Troop, *Angel With Spurs*, *The Bowl of*
Brass, and the recent best sellers, *The*
Walls of Jericho and *The Chain*.

—Jerry Porter.

*Serving in the Growth
of Dallas Since 1898*

... printing ... lithographing
... engraving ... office supplies

Etheridge Printing Company

1812 N. Field RA ndolph 8101



Grace Smith

By Joseph Sterne

WHEN the first horseless buggy arrived in Kingfisher, Oklahoma, it was shiny red and a wonder to see. One of the town's wide-eyed junior citizens named Grace Smith learned it ran on stuff called gasoline. And gasoline was a lot like the kerosene that horse-drawn tank wagons would deliver to Kingfisher housewives who hadn't switched to the electric light.

Grace Smith wondered where the buggy got its gasoline, but she never wondered hard enough to find out. To this day she doesn't know.

Yet this same Grace Smith, this month celebrating her thirty-fifth year as a division manager's secretary for the Texas Company, knows how gasoline and kindred products today get to millions of customers.

Miss Smith holds the distinction of having been secretary to more division managers—10 of them—than anyone else in the Texas Company. She started working for the company at the age of 18. She marched into division offices in Oklahoma City, armed with a degree from the Wichita Business College, and re-

placed the first female to work for Texaco.

In the intervening three and a half decades, the fast-talking secretarial spark-plug has been in the thick of the tough, competitive struggle for the nation's gas tanks.

"There may be more glamour in discovery and drilling than in sales," Miss Smith says, chin up, "but they can discover all they want. We have to get rid of it for them."

"I know sales, but I don't know a blessed thing about geology, drilling, research and all those other things," she admits. And because of that, Miss Smith went out and helped organize the Desk and Derrick Club this summer. It's a group of women in the oil business who want to learn more about their industry. President Smith and the Desk and Derrick Club got Frank M. Porter, head of the American Petroleum Institute, as the first speaker.

Miss Smith's job, through the years, has been to pitch in on Texaco sales campaigns and to act as a sort of executive assistant to the division manager. She's

got so much high octane in her enthusiasm that she would be a Texaco vice president by now if she wore pants. Such is the word from I. G. Morgan, her present boss, and his predecessor, Leonard Green, now president of Dr. Pepper Company.

Miss Smith really sells two items: Texaco products and Texaco, itself.

When Tulsa or Oklahoma City or some other regional office calls on the company's pipeline circuit, Miss Smith might waste 15 seconds on conventional greetings, and then snaps:

"Well, have you made your quota?"

Often young employees test out Miss Smith's reaction to new ideas before presenting them to the division manager. And she's honest. She's liable to say it's great or it's all wet.

When Mr. Morgan is away on one of his frequent trips, she takes care of all correspondence. Some, she dispatches herself. Other mail goes to different departments. And a few letters must have Mr. Morgan's okay, if only for a signature.

When he returns from one of these trips, Mr. Morgan maintains his desk is neater than when he started. He no sooner sits down than up pops Miss Grace, pad in hand, and says, "All right, now let's get this stuff cleared away."

Most paper work is "stuff" to Miss Smith.

Next year, Miss Smith is going to let Texaco fend for itself. She's going back to Oklahoma to join her four sisters, and Dallas will lose a fervent booster of 21 years. Miss Smith came here when the Oklahoma City office closed in 1930.

Oklahoma, sad to tell, has always been the home state. Miss Smith has put the fate of many a green-back on University of Oklahoma football teams.

"I'll gamble on football," she admits, "but I've never put a penny on an oil well—sure bet or otherwise."

Her vaunted enthusiasm has gotten her into trouble on a few occasions. Leonard Green likes to tell this one:

When Division Manager Number Eight in the Grace Smith Dynasty arrived on the scene, the secretary wanted to establish her position in court. When the manager left town on his first trip, Miss Grace industriously scraped down his fine collection of pipes, cleaned them and, to finish the job, boiled them.

"No one ever told me I shouldn't boil pipes," is Miss Smith's present-day reaction to that little deed. She refuses to disclose her former boss' reaction.



*Order now for
your Christmas
requirements!*

Department Store Boxes..Cotton-Filled Jewelry Boxes..Gift Shop Boxes—All carried in stock for immediate shipment!

Pollock
PAPER CORPORATION
SOUTH LAMAR & ALMA STS.
DALLAS
HArwood 4161

HOW LONG IS A TEXAS MILE?



As long as you choose to make it! By auto, 80 seconds—by Trans-Texas Airways twin-engine 21-passenger DC-3 Starliner, only 20-seconds!



You can't measure the comfort and economy you'll enjoy on Trans-Texas Airways' fast, conveniently scheduled flights. Starliners serve more than 30 Texas cities and four border points with the finest air service—passenger, air mail and air freight. Next time you plan a Texas trip . . . fly the route of the Starliners! For information, call Trans-Texas Airways or your travel agent.

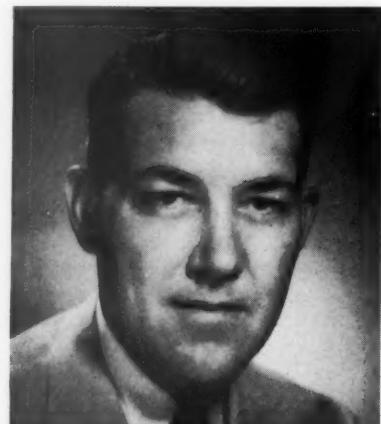


Travel time-tested
Trans-Texas Airways

TRANS-TEXAS
Airways



Petroleum Engineers Elect. Charles Deschner has been elected president of the Petroleum Engineers Club of Dallas. Mr. Deschner is sales engineer for Continental Supply Company. He was named at a special election made necessary by the transfer of Ed Cram, Magnolia Petroleum Company, to New York for duties with Socony-Vacuum Oil Company. Mr. Cram was named president at the annual meeting.



Insurance Executive Named. John A. Steel has been elected executive vice president and general manager of Southwest General Insurance Company's new Dallas offices at 1320 Kirby Building. Prior to the war, he was with the Mitchell, Gartner & Thompson Agency of Fort Worth. In 1945 he joined the Home Indemnity Company of New York as manager of that firm's business in Texas and Oklahoma. He remained with that organization until his present connection with Southwest General.

A. D. HARDER, comptroller of Southwestern Life Insurance Company of Dallas, has been elected a director of the Controllers Institute.



Advertising Executive. Ed Whetzel has been appointed Southwestern manager of advertising sales for "The Oil Daily" and will serve Texas, Oklahoma and Louisiana from advertising offices at 324 Interurban Building, Dallas. Mr. Whetzel has served as manager of advertising for Ideco, a Dresser affiliate, and was associated with Baird Manufacturing in Shreveport. He is a charter member of the Engineers Club, and an officer and a past national director of the Dallas Chapter of N.I.A.A.



Elected by Young Presidents. It's two hundred men and a girl since Elsie Frankfurt, president of Page Boy Fashions in Dallas, became the first woman member of the Young Presidents' Organization. Each of the members of this club must be president of a firm which is doing an annual gross business of over \$1,000,000, and each must be under 39 years old. Miss Frankfurt, who heads her maternity fashions firm which does an annual gross of \$2,000,000, was initiated into the organization last month in New York.

DALLAS EXTERMINATING COMPANY

Complete Pest Control Service

"Good service gets business — Better service keeps it."

2416 Maple Avenue

Phone RAndolph 5796



COMPETENT SCREENING

by

QUALIFIED PERSONNEL

OFFICE — SALES — TECHNICAL — NON-SKILLED

(All types of positions filled)

PHONE RI-6114

Employment Service. "No Charge to Employer"

1521 Commerce Street

Member Employment Board of Dallas

LUMBER LARGE AND COMPLETE STOCKS

YELLOW PINE, WHITE PINE, FIR, OAK, PLYWOOD

SPECIAL ATTENTION GIVEN TO INDUSTRIAL
AND DEFENSE PLANT ORDERS

OLDHAM LUMBER COMPANY

927 South Haskell Avenue

Phone TAylor 5194

NABORS

20 YEARS
IN DALLAS



Back in 1932 we opened our first factory branch in Dallas. Then in 1937 we built our present modern building at 531 West Commerce Street. It was the first worthwhile development in an area that has become the industrial center of Dallas and the transportation hub of the Southwest. Our salesmen working out of this West Commerce address cover the entire Dallas

territory. In 20 years we feel we've earned our part in the business life in Dallas—and we're proud of it. We like this part of the country and the folks in it, and look forward with a lot of pleasure to the next 20 years. If you need a trailer or truck body in your business, drop by and see us.



W. C. NABORS CO.

531 W. Commerce, DALLAS

Factory & Offices, MANSFIELD, LA.

Factory Sales and Service Branches:

HOUSTON 3, TEXAS—4201 Harrisburg Blvd.

MEMPHIS, TENN.—206 South Pauline St.

JACKSON, MISS.—727 South State St.

The wise old owl says:



"The reward of the harvest repays the careful planting of the seed."

Let the keynote of October be the aim of your life—INDEPENDENCE and SECURITY in the future as the harvest of preparedness. Planned insurance will be your assurance of a rich harvest. Southland Life Representatives are expert in planning an insured future that is suited to the individual.

Your SOUTHLAND LIFE Representative is expertly trained to provide wise counsel on all phases of insurance.

LIFE • ACCIDENT • HEALTH • HOSPITALIZATION

Southland Life
INSURANCE COMPANY

W. C. McCORD, President Home Office, DALLAS
"Serving Since 1908"

**CORPORATE STOCKS AND BONDS
MUNICIPAL BONDS**
Bought • Sold • Quoted

DALLAS UNION SECURITIES COMPANY

Founded 1920

DALLAS, TEXAS

502 DALLAS NATIONAL BANK BLDG. • 1002 CONTINENTAL LIFE BLDG.
TELEPHONE: RI-9021; LD 504; TELETYPE DL 390 • TELEPHONE ED-1248

Formerly DALLAS UNION TRUST COMPANY

FORT WORTH, TEXAS

Business Opportunities

EDITOR'S NOTE: The Dallas Chamber of Commerce cannot guarantee any firm or individual mentioned in this column. All statements are those of the firms or individuals, and it is suggested the usual investigation be made in each instance.

The following firms are interested in representing Dallas manufacturers in their territories:

Ricardo Elizondo, Serafin Pena 275 Sur Altos, Monterrey N. L., Mexico, wishes to act as manufacturer's agent in representing Dallas firms on office equipment or industrial or retail lines.

Australian Government Trade Commissioner, 630 Fifth Avenue, New York 20, New York, offers assistance to American companies who want to manufacture their products under license in Australia.

The following firms are seeking representation in Dallas and vicinity:

Modern Products, Inc., 7960 Melrose Avenue, Los Angeles 46, California, sales organization of industrial equipment, wants a representative to handle their products in this area.

Aziz Katen, importer of art linens, 303-305 Fifth Avenue, New York 16, New York, is seeking a representative in this area for his line of Madeira linens.

Check Gilbert Products Company, 1006 West 53rd Street, Los Angeles 37, California, wants to contact a distributor for their line of point-of-purchase signs.

American Encaustic Tiling Company, Inc., Electro-Mechanical Division, 4858 North Broad Street, Philadelphia 41, Pennsylvania, wants a manufacturer's agent for their new electronic smoke detector for fire protection.

Mercury Technical Cloth and Felt Corporation, 113 Worth Street, New York 13, New York, wants a Texas agent to represent them in handling their accounts with tanneries, textiles and hospitals, printing plants, and filtering and chemical plants.

Hudson & Hudson

Industrial and Business Properties
Sales, Leases and Management
1225 Mercantile Bank Building
PHONE RI-9349—DALLAS

Alex D. Hudson James S. Hudson
Alex D. Hudson, Jr.



Opens Advertising Agency. Don King, former director of the advertising art and copy department of the *Times Herald*, has opened his new advertising agency, Don King, Inc., in the Mercantile Bank Building. Before coming to Dallas, Mr. King was managing director of King-DeGaw International, largest advertising agency in the Far East, which has its office in Shanghai. He also spent 10 years in the film industry in Hollywood, the last two as director of publicity for David O. Selznick, Selznick International Pictures and Vanguard Films, Inc.

NEWMAN E. LONG, manager of the North Texas branch of Great West Life Assurance Company, has been elected chairman of the Dallas Estate Council for the year 1951-52.

H. A. MARCUS has been appointed manager of the Orb Fabric Company, 1912 Main Street.



32 YEARS OF
**Industrial
AUCTION and
APPRaisal
Service**



Contact **IRV ROSEN** regarding your liquidation or appraisal problems. No obligation.

DALLAS • OCTOBER, 1951

LOCAL AND NATION-WIDE MOVING

- Bonded Warehouse
- Packing - Crating - Shipping

Ahart **Van & Storage Co.**

17 Years Same Location
Agents For
GREYVAN LINES, INC.
Affiliated with Greyhound Lines

2615 ELM STREET • DALLAS • RA-9078

KLIMIST STORE FIXTURE MANUFACTURING CO.

DESIGNERS and MANUFACTURERS
of **CUSTOM MADE** and
UNITIZED STORE FIXTURES

Immediate Delivery — Remodernize Now

Visit Our Complete Show Room at 1107 Jackson Street

RI-6323

Or Phone

RI-5260

**IN SUNNY TEXAS
A Year-round Problem**

Eyes sensitive to excess light and glare should be protected, but with sun glasses free from imperfections. For your eyes' sake on that long drive, or on the golf course—wear our ground, polished lenses. Styles for wearing with or without corrective lenses, fitted in a few minutes.

Bring Your Eye Physician's Prescription to us
for A-1 Quality Lenses



**THOMAS
OPTICAL COMPANY**
GROUND FLOOR MEDICAL ARTS • DALLAS

annahill
LETTER SERVICE
1720½ Bryan (at St. Paul)

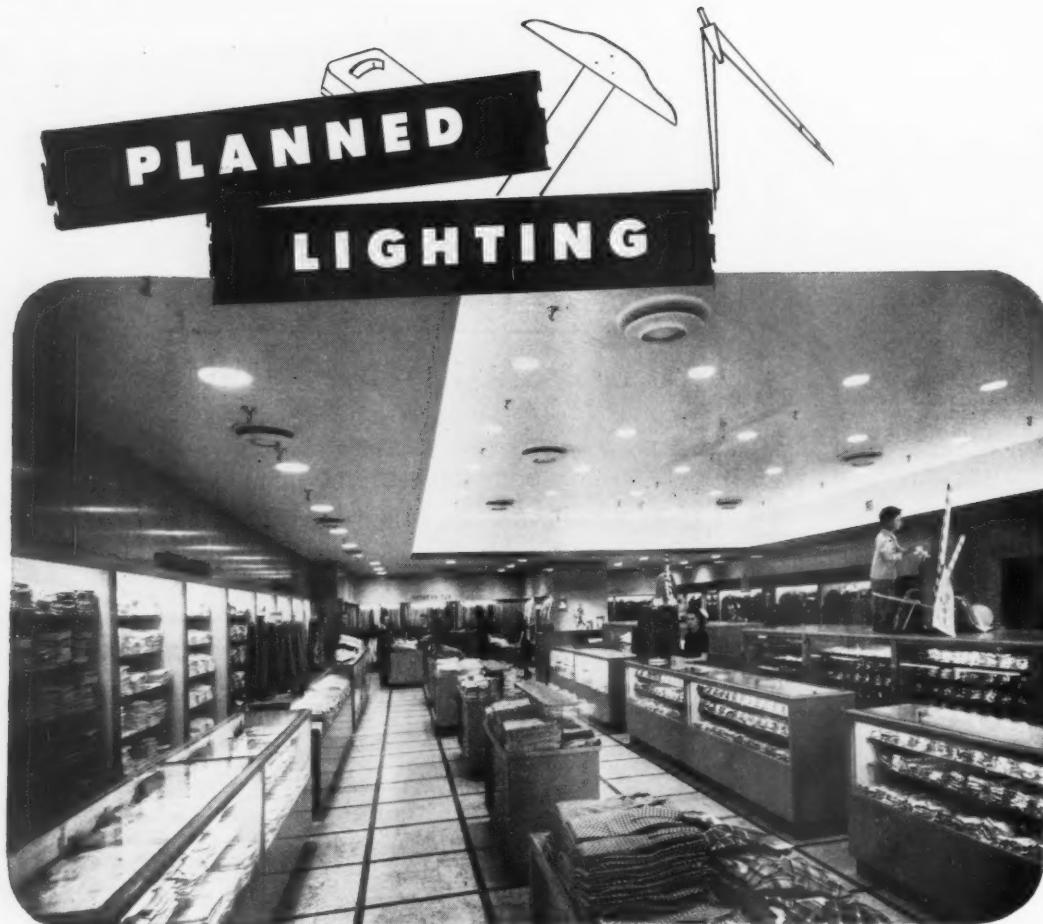
annahill says: "It PAYS to be

— RA-4484 — **'PICK-Y'** — RI-3319-
in ADVERTISING!

Join the hundreds of our customer-friends who keep coming back to us because they found \$\$\$ in D-M.

**MEOGRAPH
ULTIGRAPH
UTILITH
AILING
ANY OTHER SERVICES**-----

ALL TYPE IN THIS AD SET IN OUR OWN SHOP AT LOW COST.



SETS THE STAGE FOR A BUYING AUDIENCE!

Whether you sell shoes or automobiles, serve food or operate a service station, Planned Lighting makes dollars and sense in any business you care to name. Why? Because your customers are people and about 87% of people's buying impressions come through their eyes. That's the job of Planned Lighting . . . to set the stage for your buying audience . . . to attract attention, dramatize and sell your merchandise. But Planned Lighting means just that . . . it must be tailored to your business and your merchandising problems. Once the stage is set, increased sales will prove that Planned Lighting doesn't *cost* . . . it *pays*!

Without cost or obligation, one of our trained lighting specialists will be glad to offer advice and suggestions on Planned Lighting. Just call RA-9321, Station 368 and he will call at your convenience.

Dallas Power & Light Company





Joins Concrete Company. Don Griffin has been appointed sales-service representative for WAMIX, Inc. He was formerly with the *Texas Contractor*, a construction magazine.



JAS. K. WILSON invites you to meet Mr. Gordon Standifer of their second floor Men's Clothing Department. Gordon has been selling men's clothing for twenty-nine consecutive years, all those twenty-nine years have been with Jas. K. Wilson Company. These many years' experience qualify Gordon to serve you in a most capable manner.

Advertisement

**Fully-Paid Investment
Certificates Issued
\$100 to \$10,000**

Insured by Federal Savings and Loan
Insurance Corporation, Washington, D. C.

**METROPOLITAN BUILDING
& LOAN ASSOCIATION**
1400 MAIN STREET RI-5103

IN THE TRINITY INDUSTRIAL DISTRICT



"Under the
Skyline of Dallas"

is the new home of

The GATES RUBBER CO.

For information on the Trinity
Industrial District consult
your real estate dealer or...

INDUSTRIAL PROPERTIES CORPORATION • 401 Republic Bank Building • RI-6552

**for speed
plus a new look
on your**

CATALOGS

**let Padgett
print it!**

Get your catalog out sooner—let Padgett print it! A battery of six big cylinder presses give you fast delivery and top quality printing on catalog and mail order work. You'll like Padgett's moderate prices, too.

Phone
EL-3715

A
Padgett
representative
will be glad
to help you.

Experienced Padgett planners, including staff artist, solve your printing problems quickly. With more than a half-acre of superb letterpress and offset equipment, including a *big, new two-color offset press*—Padgett offers you printing service unexcelled in the Southwest!

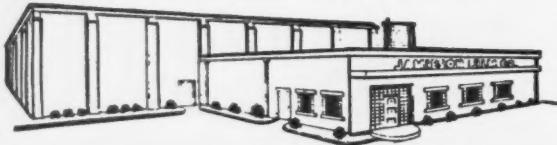


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Tom Amis
Joe Amis



Ability Gets the Job

(Continued from Page 14)

and extremely appreciative of their jobs."

Another aircraft plant in the Dallas area, Texas Engineering and Manufacturing Company, Inc., reports similar experience with physically handicapped employees.

During this year's observance of "Employ the Physically Handicapped Week," eight additional Dallas firms received awards from the local committee in recognition of their support of its work during the past year. These eight, with outstanding records in the employment of the physically handicapped, are City Transportation Company, Daily Times Herald, Murray Company of Texas, Reynolds-Penland, Sears, Roebuck and Company, Southwest Brake Exchange, Inc., and Stiers Laundry.

Mr. Melton himself, the man who started all this, is firm in his conviction that very often a man with some impairment is better able to do a job than a perfect physical specimen.

"We of the Dallas Committee for 'Employ the Handicapped' are confident that local employers will continue in the future to provide job opportunities for the physically handicapped. This city's past record is good. I am hopeful and confident that the future record will be even better."



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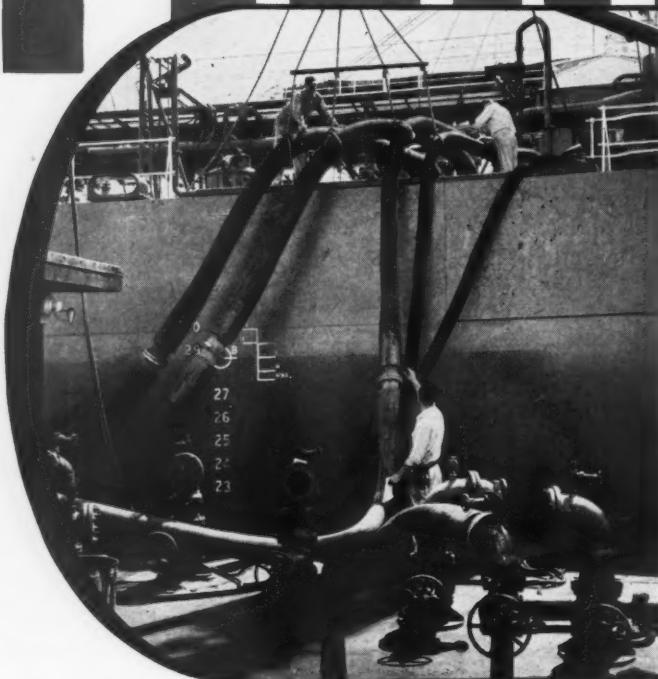
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Whether you want an industrial rubber product built to your specifications, or need the recommendation of experienced technicians, call on Pioneer Rubber Mills. Apply Pioneer's engineering experience and building facilities to

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Foreign Trade Inquiries

EDITOR'S NOTE: Statements under this heading are based on information received by the Dallas Chamber of Commerce, but are not guaranteed by the Chamber or DALLAS. Details may be obtained from the Foreign Trade Department, Dallas Chamber of Commerce. Please refer to code.

51910/CS. **Canada.** Vancouver exporter wants Texas outlets for horticultural and chicken litter grades of peat moss.

51910/UTC. **Lebanon.** Beirut trading company wishes to act as Lebanon representative for Texas manufacturers of textiles, novelties, underwears, outerwears and hosiery.

51910/LE. **Australia.** Sydney import-export firm wants to contact manufacturers who wish to place their products on the Australian market.

51810/RC. **Mexico.** Monterrey exporter wants to contact dealers for more than 100 tons of shelled pecans.

51910/ITC. **Italy.** Milano firm wants to represent a United States manufacturer of pharmaceutical products for the whole of Italy.

51910/ACG. **Austria.** Austrian firm wishes to deal in large quantities of exports from the United States to Austria, especially in the wholesale trade in textiles of all kinds.

51710/WP. **Brazil.** Teresina manufacturer wants outlets for hammocks made from palm tree fibres.

51910/CS. **England.** London firm wants to contact Dallas firms who are interested in importing antique silver, Sheffield plate and victorian jewelry.

51890/DCG. **Denmark.** Danish company wishes to contact American firms who are interested in importing Danish food products. They plan to feature pickles first, and other food products later.

51910/MM. **Mexico.** Monterrey firm wants to sell nuts to firms in this area.

51810/GF. **Brazil.** Rio de Janeiro agent wants to act as exclusive distributor or representative for Rio and Sao Paulo of American manufacturers.

5157/RVDW. **New York.** Firm representing Swedish manufacturer of window glass wishes to contact firms who are interested in importing window glass.

51910/VS. **Italy.** Genoa firm is seeking a department store or dry goods store for which to act as resident buyer in Italy.

THIS IS WHAT E. C. McFADDEN OF TEXAS EMPLOYERS' INSURANCE ASSO. SAYS ABOUT DIEBOLD RECORD SYSTEMS:

"Diebold Rotary Files enabled us to efficiently maintain engineering survey records and follow them up accurately. They also handled increased work requirements (approx. 20%) without increase in equipment and personnel, and the work is done with greater efficiency and ease of performance than any other equipment we have ever used. Your equipment increased employee morale, efficiency and greatly reduced operating costs. We highly recommend Diebold Rotary Files."

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Vice President
Manager Engineering Dept. TEIA



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Dallas PIONEERS

Established

1857 Sanger Bros.
In Texas
Opened Dallas Store in 1872

1869 The Schoellkopf
Company
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Wholesale Distributors

1872 Waples-Platter
Company
White Swan Fine Foods

1874 Bolanz &
Bolanz
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1875 First National
Bank in Dallas
Banking

1876 Lyon-Gray Lumber
Company
Experienced Retailers of
Building Materials

1878 National Bank
of Commerce
Banking

1888 Sutton, Steele
& Steele, Inc.
Engineers and Manufacturers
Specific Gravity, Electrostatic,
and Centrifugal Separators

1889 Austin Brothers
Steel Co.
Steel for Structures of Every Kind

1889 Watson
Company
Contractors and Builders

Established

1892 The Egar
Company
Printing, Lithographing, and
Embossed Labels

1893 Oriental Laundry
and Cleaners
Finer Laundering, Cleaning,
and Fur Storage

1896 Briggs-Weaver
Machinery Co.
Industrial Machinery
and Supplies

1897 Anderson
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Dallas' Oldest Furniture Store

1898 Lang's Floral
& Nursery Co.
The Southwest's Foremost Florist
Decorators, Nursery Landscape
Service

1898 The Praetorians
Life Insurance Service

1904 T. A. Manning
& Sons
Insurance Managers
Fire—Casualty

1905 Smith's
Detective
And Nightwatch Service
Electrical Protective Service

1910 Red Bryan's
Smokehouse
Barbecued Meats

1910 Moser & Co.
Realtors
Industrial, Commercial and
Residential Leases and Sales

1911 Graham-Brown
Shoe Company
Manufacturing
Wholesalers



THE wooden derrick and crude drilling rig depicted in the above artist's sketch* were standard equipment in the oil industry when the first Spindletop Gusher roared in a half century ago to start the modern era of Texas industry. Five years before, in 1896, the Briggs-Weaver Machinery Company began business in Dallas serving primarily cotton oil mills. In the intervening years Texas has become a great industrial state and Briggs-Weaver has become one of the leading basic industrial supply sources of the Southwest for industrial machinery, industrial supplies, mill supplies, pumps, motors, tools and equipment for every industry. Today, under Ashley DeWitt as vice-president and general manager, the firm occupies one of the most modern industrial service plants in the Southwest. It is located on Hines Boulevard at Amelia.

*Illustration loaned to DALLAS Magazine from originals created for the Sanger Brothers Pioneer Collection.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

THE ONLY THING YOU CAN'T "DO WITHOUT" IS FREEDOM!



We need guns. We need tanks, ships and planes to defend ourselves. Else we may never see peace again. To get guns, tanks, ships and planes will take a lot of doing without. It will take higher taxes. More savings bonds. Fewer new cars and washing machines. Eating less. Saving nickels, dimes and dollars. Old-fashioned thrift will make us strong again. It's time to start. Today. At home. All of us must spend less and save more. Thrift is a weapon. All of us must use it. When we're buying freedom, we get only what we pay for. And it's an all-or-nothing proposition. We can't buy just a little liberty. We're either free or slaves. We decide. The next installment on freedom is due. Now.



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OIL PROGRESS WEEK
OCTOBER 14-20



Oil Progress means more to Texans!

During Oil Progress week the United States focuses its attention on the oil industry's contributions to the high American standard of living, to the nation's industrial progress, and to the national defense.

Texans know the story well: as home folks in the oil country, they share the oil industry's pride in supplying the resource that powers a major share of the country's industries, all its airplanes and automobiles, most of its ships and trains.

Texans realize, moreover, that oil's progress means even more to them than it does to many other Americans. For example, the value of the crude oil produced in *East Texas** in 1950 was nearly three-quarters of a billion dollars. This is not "boom money." East Texas uses it to pay taxes, salaries and wages; it buys homes, groceries,



light and heat; doctors collect a portion of it; landowners receive royalty and lease payments; a sizable portion of it is reinvested in the further development of the region's oil resources.

In a word, the progressive development of the petroleum resources of East Texas has enormously stimulated its thriving industrial, commercial and agricultural development, and this is the *more*, the plus, that oil's progress means to East Texans. Modern, efficient production practices will conserve the oil and gas resources of the region, and oil's progress will continue to mean more to East Texas for many years ahead.

* The shaded area is the region called *East Texas* by the East Texas Chamber of Commerce.



HUMBLE OIL & REFINING COMPANY
HUMBLE PIPE LINE COMPANY

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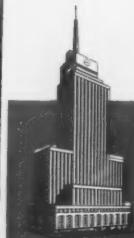
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PROBLEM
-SAVE
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MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

